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SPECIAL REPORT

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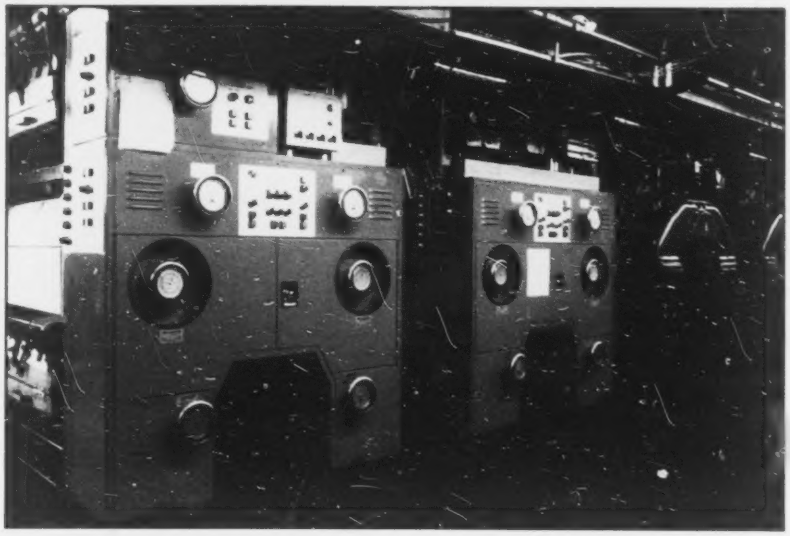

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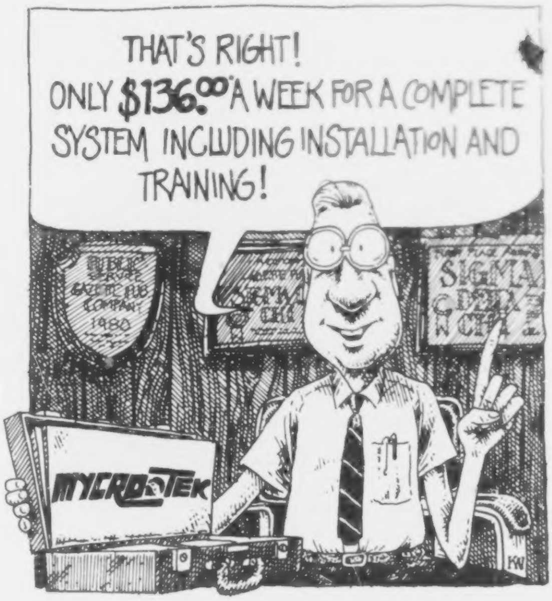
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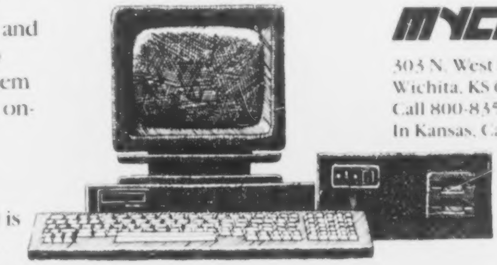

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OWNS 92 U.S., 39 CANADIAN DAILIES

Thomson Newspapers: Quiet Giant Among North American Publishers

BY MARGARET GENOVESE
presstime staff writer

Thomson Newspapers Ltd. of Toronto owns more daily newspapers in the United States and Canada than any other company. Yet it may be the least widely known. Even one of its top executives calls the firm "notoriously shy."

"We really feel the action is at our newspapers, and the newspapers should be the institution that's identified, whether it's in Richmond, Ky., or Oxnard, Calif.," says Brian W. Slaight, Thomson Newspapers' executive vice-president. "And since we believe very, very strongly in local autonomy, the ownership becomes almost incidental."

In addition, says Slaight, the company reflects its managers, who are "personally low-profile people."

This is true even at the very top. Advertising Age magazine once said of Chairman and President Kenneth R. Thomson, son of company founder Roy H. Thomson: "The only time he speaks in public is at shareholders meetings."

Indeed, if there is a place where the company has a high profile, it is the Canadian stock market. A company whose shares are traded on the Montreal and Toronto exchanges, Thomson Newspapers has the best profit margins of any publicly owned newspaper company in the United States or Canada. Although a Canadian stock analyst calls Thomson "a shining example" for other communications companies, its small-city newspapers have been described as lackluster editorially by a Canadian government commission, a charge Slaight refutes.

Roy Thomson sent a dime to 100 papers and proceeded to learn publishing.

Thomson now has 92 U.S. dailies. Gannett Co. is second with 85 dailies (exclusive of the five it will acquire when its purchase of the Evening News Association of Detroit is consummated).

Thomson also owns 39 Canadian dailies (out of a national total of 111). In that country, Southam Inc. is a distant second, with 15.

Besides the daily newspapers, Thomson owns six U.S. and 13 Canadian weeklies. Altogether, the company employs nearly 10,000 people.

The dailies range in size from The Globe and Mail of Toronto, the 316,763-circulation, satellite-delivered national newspaper, to the Jackson County Floridan, circulation 4,639. However, the majority—69—of the 131 Thomson dailies are in the 10,000-to-25,000-circulation range.

"We are interested in further acquisitions of newspapers, primarily in the smaller to medium-sized communities," says Slaight.

The search is focused in the United States, where Thomson began acquiring papers in the 1950s after practically exhausting Canadian expansion opportunities. The company has averaged four acquisitions of U.S. daily newspapers a year since 1980, and thus far in 1985 it has bought six.

Unlike in Canada, where tax law denies deductions to businesses that advertise in publications with less than 75-percent Canadian ownership, there is no tax penalty associated with foreign ownership of U.S. newspapers.

In 1984, Thomson Newspapers' U.S. properties accounted for 80 percent of its total assets of $966.8 million, and 51 percent of its operating revenue of $811.8 million.

Obviously sensitive to the foreign-ownership issue, Slaight points out that the managers of Thomson's U.S. newspapers are U.S. citizens, as are all top operational managers in the Des Plaines, Ill., headquarters of the U.S. subsidiary, Thomson Newspapers Inc., and in the five U.S. divisional offices. "We feel that's an extremely important aspect of our success in the United States," says Slaight.

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Today

The majority of the group's dailies are in the 10,000-to-25,000-circulation range.

Neitzel, publisher of the Easton daily (right), confers with Managing Editor Bruce B. Frassinelli.

Another reason for Thomson Newspapers' success, according to analysts, is its almost total lack of diversification, which they say allows the company to devote all of its energies to newspapering and makes it less vulnerable to cyclical economic swings.

Thomson's only non-newspaper property is Augusta Newsprint Co. of Augusta, Ga., which it owns in partnership with Abitibi-Price Inc.

Slaight allows that while the mill is "a form of diversification," it is "very allied to our principal interest." In addition, he notes, Thomson merely is an investor and is not involved in the mill's management.

"Other than that, we are not into billboards or ice cream factories or whatever," says Slaight. Nor does he see any change in that policy in the foreseeable future. "I don't see any reason for it," he says. "I think the newspaper industry is going to continue to grow and prosper, and we want to be part of that growth and development."

Thomson Newspapers grew to its present size in a little more than 50 years. It began in 1934 with Roy Thomson's purchase of a weekly newspaper in Timmins, Ontario, for $6,000—with $200 down. At the time, Thomson owned three radio stations, one of which was located above The Timmins Press office. A struggling appliance salesman, Thomson had started the stations on a shoestring when he was stuck with a load of radios he could not sell because radio reception in that part of the country was so bad.

From that modest beginning developed what has been called the "Thomson empire," only a part of which is Thomson Newspapers. In 1964, 12 years before his death, Roy Thomson was knighted Lord Thomson of Fleet, a title his son now holds.

The Thomson family still controls Thomson Newspapers, owning 61 percent of the company's stock.

Thomson Newspapers Ltd. is entirely separate from other Thomson family interests, including International Thomson Organisation Ltd., a diversified public company. Among other things, International Thomson owns newspapers and consumer magazines in the United Kingdom; business, legal and financial publications, electronic publishing services and travel agencies throughout the world; Britannia Airways; and North Sea oil fields.

Dimes to dollars. According to one of his biographers, after purchasing The Timmins Press, Roy Thomson withdrew 100 dimes from the bank, looked up the names of U.S. communities about the same size as Timmins, and sent one dime to the newspaper in each town asking the publisher to mail him a copy of the paper. Then he reportedly spread the papers out on the floor and taught himself about the newspaper business.

The investment of those dimes has paid off. Although it is not the biggest communications company in the United States and Canada in terms of revenues, assets and profits, Thomson Newspapers Ltd. has the best profit margin, bar none.

It is at least twice as profitable as the next most profitable public Canadian communications company, says C. Sue Scully, vice president and media stock analyst of McLeod Young Weir Ltd. of Toronto.

Thomson Newspapers Ltd.'s 1984 and five-year-average operating profit margins also exceed those of publicly traded U.S. newspaper companies tracked by Morton Research of the U.S. brokerage firm Lynch, Jones & Ryan. In 1984, for example, Thomson had an operating profit margin of 33.2 percent, while the average in the United States was 20 percent, according to the Morton report. Thomson's five-year average was 30.6 percent, compared with 18.8 percent in the United States overall.

Quarterly earnings per share of Thomson stock have declined on only two occasions in the past 10 years, both times in 1982 when the newspaper industry was reeling from a recession and both times by only small percentages, according to Michel G. Perreault, vice president and communications stock analyst with Alfred Bunting Co. Ltd. of Montreal.

According to Perreault, three things contribute to Thomson's earnings growth: its ability to make its papers profitable through advertising and circulation rate increases, its acquisition program, and its "streamlining" of operations at its new properties.

Perreault calls Thomson "one of the finest companies that has its shares listed on the exchange in Canada. It's a growth stock. It's a well-run company."

Asked about the company's profitability, Slaight replies: "We've been at it for 50 years, and I guess you would have to be pretty stupid to have become associated with as many good newspapers and good newspaper people as we have and not learn some things. We didn't write the book; we've been learners all our life."

The 51-year-old Slaight, operational chief of the company, literally grew up in the Thomson organization. Son of the publisher and part-owner of the Moose Jaw (Saskatchewan) Times-Herald, Slaight was a high school student working part-time at the paper when it was acquired by Thomson in 1949. While studying journalism at what is now Ryerson Polytechnical Institute in Toronto, he worked for Thomson during the summers in different locations. After journalism school, he joined the company full time.

St. Clair McCabe, formerly president of the parent company, is president of the U.S. subsidiary and works primarily in acquisitions. Operational control of the U.S. newspapers is exercised by Frank C. Miles, senior vice president and general manager.

Thomson's divisional offices—there are four in Canada in addition to the five in the United States—provide consultants to Thomson papers in such areas as editorial, circulation, advertising and production, explains Slaight. The group maintains national news bureaus in Ottawa and Washington; several regional bureaus in Canada; a state-capital bureau in Ohio, where it has 14 dailies (the most Thomson owns in a single state); and it is considering a capital bureau for Pennsylvania, where it has 11 dailies.

Good or bad? Not all Thomson watchers are as laudatory as the market analysts. One of the harshest critics of Thomson Newspapers was the Royal Commission on Newspapers, created to investigate the Canadian newspaper business after Thomson's closing of the Ottawa Journal and Southam Inc.'s simultaneous closing of the Winnipeg Tribune on Aug. 27, 1980.

"Its small-town monopoly papers are, almost without exception, a lacklustre aggregation of cash-boxes," the government commission said about the Canadian links in the Thomson chain. Slaight calls the criticism "unfounded" and "very unfair."

"I think you have to remember the source of the criticism and take that into account," he says. "Certainly, that is not the feeling of our readers, and I don't think it is at all (an) accurate reflection of what our newspapers are doing. I think we produce excellent small-city newspapers."

Criticism of Thomson newspapers generally excludes The Globe and Mail. "Thomson appears so far to have treated the Globe somewhat in the way the Thomson group treated The Times of London when it owned that paper—as a separate case apart from the chain," says Peter Desbarats, a member of the Royal Commission staff and now dean of the School of Journalism at the University of Western Ontario.

What happens to a newspaper after it is acquired by Thomson is a source of differing opinions.

In a 1983 article in The Quill, the journal of the Society of Professional Journalists, Sigma Delta Chi, Bruce B. VanDusen, former editor of The Kokomo (Ind.) Tribune, wrote bitterly about the Thomson organization's treatment of that newspaper. "Constantly working with a skeleton staff, constantly urged to boost the story and picture counts, denied the research needed for training, never encouraged to care about design, Thomson news executives need little imagination and no independence," he said.

A different view is expressed by Hal B. Neitzel, publisher of The Express in Easton, Pa., a 46,795-circulation daily acquired by Thomson in 1984. "The relationship has been very pleasant for our operation," he says. "We found their people to be helpful, to be understanding. We have made this transition from family ownership to group ownership very gracefully."

What is most "striking and refreshing" to him, says Neitzel, is that the company has honored "100 percent" its promise of editorial autonomy.

The Daily Gazette, in Xenia, Ohio, has lost none of its editorial quality under Thomson control, contends Randy Blackaby, managing editor. The 11,296-circulation daily won a Pulitzer Prize in 1975, three years before its purchase by Thomson. Blackaby was a member of the news team that produced the prize-winning coverage of the devastation wrought on the town by a tornado.

Under Thomson, the newspaper has a "constant newshole" of between 52 and 56 columns a day. "That is quite a plus," says Blackaby, noting that the newspaper would have had some "pretty lightweight" editions during the recent recession if the size of the newshole was dependent on advertising volume, as it had been under the previous owners.

Nowhere was the transition to Thomson ownership more traumatic than in Lethbridge, Alberta, where "The Committee for Quality Journalism" was established to protest the acquisition of The Lethbridge Herald. Managing Editor John Farrington, a former Thomson central office executive in Toronto, was the target of epithets painted on the newspaper building.

"A newspaper that operates not with an eye to profits and not with an eye to making a dollar here, there and everywhere, is not going to last very long," says Farrington.

"I think if people would talk to people who now work for Thomson Newspapers, there would be a better understanding of what Thomson Newspapers is all about. I think if it were not for Thomson Newspapers in Canada, there would be many communities—probably as many as 20 or even 30—that would not be serviced by a daily newspaper." ☐

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COLOR IN SMALL DAILIES

Trend has focused on big dailies, but papers with lesser circulation have achieved a great deal, too

BY PAUL KRUGLINSKI
presstime technical writer

A new colorful phenomenon now regularly occurs each autumn about the same time as the leaves begin their color show. It's the annual rash of articles published about USA Today, whose anniversary is in mid-September.

Almost every article touches on how Gannett Co.'s national daily is changing newspapers from a black-and-white to Technicolor medium. But while USA Today attracts headlines and accolades, some small-circulation newspapers quietly continue to print high-quality color with scant notice outside newspaper production circles.

Some of the many smaller dailies that have gained a reputation within the newspaper business for excellence at four-color reproduction are the Fairbanks (Alaska) Daily News-Miner, The Sun Chronicle in Attleboro, Mass., The Free Lance-Star in Fredericksburg, Va., the Independence (Kan.) Daily Reporter, Citizen Tribune of Morristown, Tenn., The Brawley (Calif.) News, the Daily News-Record of Harrisonburg, Va., and the Olean (N.Y.) Times Herald.

Most of these and several others were enlivening their readers' and advertisers' lives with color long before the first issue of USA Today occupied a vending machine three years ago.

According to these newspapers, whose circulations range from 4,000 to 40,000, there is no magic involved in producing quality color consistently. Generally, the main ingredient in their color programs is strong management commitment, which translates into the proper equipment and a properly trained staff to get the job done.

"Management has to want quality color reproduction and spend the money for it," says Duane M. Snedden, assistant publisher of the Fairbanks paper. That commitment then "trickles down to the staff."

"You can't have a high regard for costs," observes Attleboro Publisher Paul A. Rixon, who adds that "the long-term returns equal the expenditures."

But money does have a bearing on color programs at small dailies. They do not usually have the wherewithal available to larger newspapers. Consequently, their programs frequently lack the sophistication found at larger newspapers.

"A smaller newspaper is not able to have a (separate) quality-control person," observes Josiah P. Rowe III, co-publisher and general manager of the Fredericksburg daily. "To my way of thinking, it takes some understanding (on the part of management) of what's involved, and I have that."

In some instances, the dailies added staff such as photographers and graphics people, but more often the existing staff took on expanded responsibilities.

Typically, the graphics editor, chief photographer or camera operator became an ad hoc quality-control manager, running interference between the departments. Some of the smaller papers, like their big-city cousins, also have formed color committees that monitor reproduction.

Press capacity at dailies of this size can limit process color capabilities, but in a strange twist, small capacity sometimes can open up the paper to additional color potential.

Unlike larger presses equipped with color halfdecks, the single-width offset presses used by smaller dailies must employ black-printing units for color work. If advertising increases in the course of planning a day's press run, process color is eliminated to recapture printing units. On the other hand, Rowe notes, burgeoning advertising has forced him to split press runs, thus opening up all sections to more process color pictures.

"Sometimes things happen here in town that we want to cover in color," says Independence Publisher Herbert A. Meyer III, "and we've split the press run (of the Daily Reporter) to print the color."

Because of press restrictions, smaller dailies tend to use more time-insensitive pictures. If a picture gets "bumped" one day, executives say, they can run it another.

"Editorial color definitely gets bumped for press capacity," observes Charles L. Gray, president and general manager of the Daily News-Miner. "So process color really is sort of an expendable item."

Equipment used. Although there is a similarity in the management techniques applied at the quality-color papers, the equipment and production methods used to produce color run the gamut.

Gray says good color has been a News-Miner staple for years.

Some of these dailies have acquired high-tech color scanners to do color separations; others are achieving quality reproduction with direct-screen systems or sending the pictures out to separation houses.

Falling prices for scanners have been particularly attractive to the smaller papers with their more limited cash flow. The Free Lance-Star in Fredericksburg purchased a new scanner for under $100,000, and Rowe notes that even lower prices for used scanners now make them affordable to large numbers of small newspaper operations.

Most of the eight dailies interviewed by presstime say they run 15-20 pieces of editorial color art per week.

Their newsprint and ink bills tend to be proportionally higher than those for larger papers. Printing color tends to result in greater newsprint waste, because registration problems are common—particularly at the start of a press run. And spoilage of, for example, 300 copies of a 10,000-circulation paper results in a far-higher waste percentage than for a paper with 100,000 circulation.

Color inks are more expensive than black ink, and because the ratio of color pages to black pages is generally higher at smaller papers, their ink bills are proportionately greater. Several of the papers interviewed say their outlays for color ink equal or exceed those for black ink.

In other areas, though, the smaller dailies have much in common with their larger counterparts.

Nearly all the papers say that if they must choose between a good black-and-white photo and a mediocre color shot, they opt for the black-and-white.

"The color picture has to stand on its own," says Rowe. "We won't run a picture larger than it ought to be just because it's color."

However, press scheduling has forced some of the dailies to print color pictures that provoked second-guessing.

"There's something about four-color process that if you're a little bit off, (the photo) looks four times as bad," says Meyer of Independence.

In some instances, the dailies gained a perspective on their black-and-white printing through the institution of preventive maintenance programs. Settings are checked and units are cleaned on a regular basis. Also, many dailies periodically run test photos to check whether press settings are correct.

"You don't realize how difficult it is to run (good) black-and-white until you've run color," Rowe notes. "One byproduct of running color is your black-and-white paper looks better."

In nearly all cases, running process color meant more work and a period of time to work out the bugs.

"The hard part of process color is not making the (photographic) separations," adds Rowe. "It's all the other things that go into color, such as laying out pages, stripping film, making plates and setting up the press. You don't realize how hard it is to do until you get into it. And it's not easy for a small newspaper."

Positive public reaction. Universally, running color has improved the newspapers' images in their communities. Some report specific benefits.

"It's always been a good public relations program," notes Gray, whose Fairbanks paper has been running process color since the early 1950s. "Even people who don't appreciate our editorial stance like the way the paper looks."

Because all the papers have been running color for a long time, the executives say, their communities take the look of the papers for granted. But occasionally an appreciative letter will arrive.

Unlike many of the color programs at other dailies, The Free Lance-Star's has attracted advertising. "The best indication of advertiser reaction is that we are running more process color ads," Rowe says.

For The Sun Chronicle, which competes with 10 other papers in its section of Massachusetts, the color program has helped increase circulation. Since the paper started printing offset in 1974, Rixon says, its circulation has grown 70 percent, with much of that coming since the inception of the color program.

"We feel process color gives us an edge on our competition," he says. "It's enhanced our product and image in the community. It's really paid off, and we don't regret the investment."

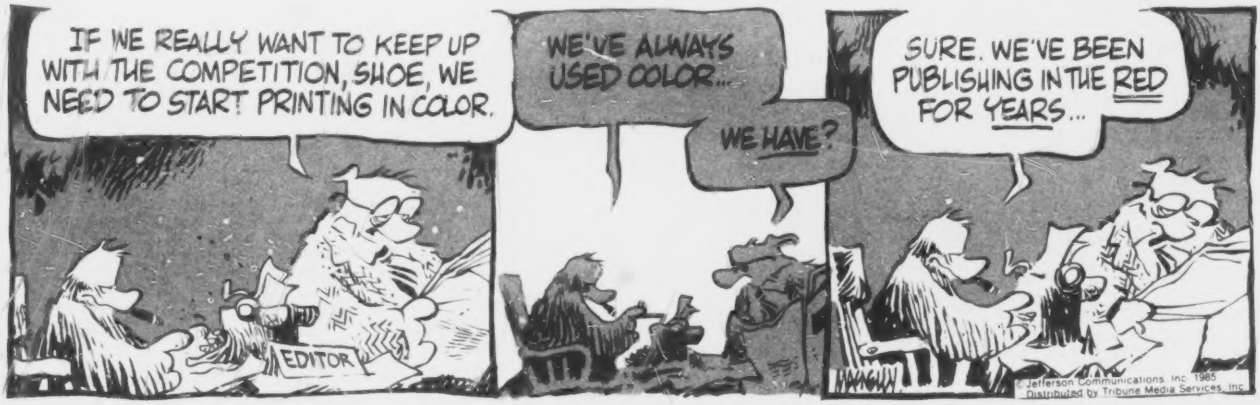
Comments R. Jack Fishman, publisher of the Citizen-Tribune in Morristown: "We live in a color world today. Color obviously adds to a newspaper both from an editorial and advertising standpoint. We're doing more color now than we have in the last 20 years, and there's no question that it's helped our circulation."

Most of the dailies say that USA Today has had a positive effect on their color programs, and none begrudge the national paper for the attention or credit it has been receiving.

"For years we've been running the U.S. and Alaskan flags in color on our front page," says Gray. "We're not as gaudy as USA Today, but we're happy with the way our paper looks." □

'Shoe'

By Jeff MacNelly


IF WE REALLY WANT TO KEEP UP WITH THE COMPETITION, SHOE, WE NEED TO START PRINTING IN COLOR.
EDITOR
WE'VE ALWAYS USED COLOR...
WE HAVE?
SURE. WE'VE BEEN PUBLISHING IN THE RED FOR YEARS...
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than any other magazine.

Arbitration Process Is a

BY CLARK NEWSOM
presstime labor writer

The settlement of disputes by referring them to an impartial third party—an arbitrator—for a binding decision predates English common law, and the practice is still widely used in newspaper labor/management matters today.

"Generally speaking, unions and management over a long period of time have accepted the idea that binding arbitration is the best method of resolving disputes concerning contract interpretation," notes Charles N. Mock, senior vice president/personnel for the Providence Journal and Bulletin.

The first reports on newspaper labor agreements that provided for the arbitration of disputes were made at the 1895 ANPA Convention. Then, as now, the agreements prohibited strikes and lockouts over arbitrable disputes.

The purpose of arbitration, notes Martin Teplinsky, a Toronto labor arbitrator and lawyer, "is the speedy, efficient and inexpensive resolution of grievances by persons who are selected by the parties, responsive to the process and are experts on the issue."

There are about 1,300 arbitration agreements between newspapers and unions in the United States and Canada, and each year about 100 grievances are resolved through the arbitration process.

Differences over contract interpretation are involved in about 70 percent of the newspaper disputes, and about 30 percent concern the propriety of disciplinary actions, including discharge, taken by the publisher. Arbitrators also are called on occasionally to set the wage rates in new contracts.

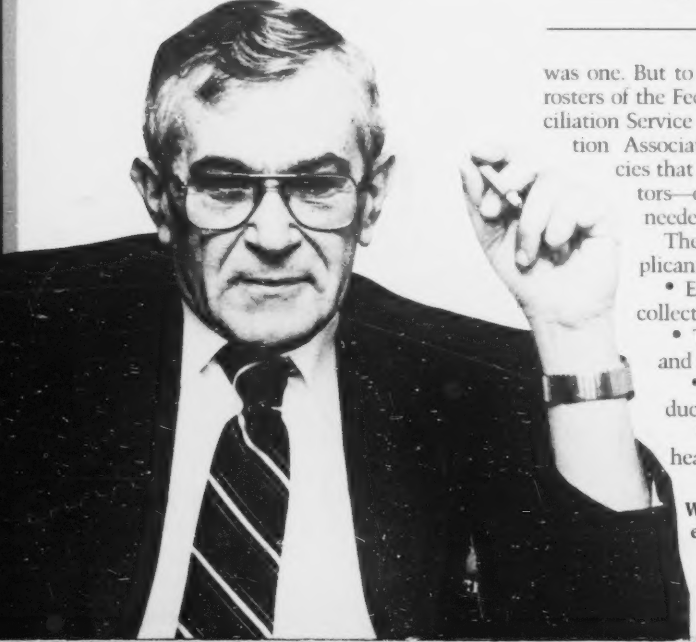
"The continuous stability and acceptance of arbitration in the newspaper business as a problem-solving procedure is a credit to management and labor," says ANPA Vice President/Human Resources Roy W. Anderson. "Despite the win-lose relationship of the ultimate decision, both sides are winners in the orderly and peaceful settlement of a contract misunderstanding or grievance. Of even greater benefit than the resolution of the problem is the fact that work continues and relations generally remain harmonious."

Each year, about 80 arbitrators hear the newspaper disputes. Anyone can call themselves an arbitrator—King Solomon was one. But to qualify for listing on the rosters of the Federal Mediation and Conciliation Service or the American Arbitration Association—the primary agencies that assist in selecting arbitrators—certain qualifications are needed.

> A *"disturbing" development "is the tendency on the part of some arbitrators to act as a mediator."*

The FMCS requires that applicants have:

- Extensive experience in collective bargaining
- The ability to write clear and concise awards
- The capability to conduct an orderly hearing
- A history of having heard at least five cases.



Witney is one of many educator-arbitrators.

The AAA basically requires applicants to provide 15 letters of reference, including five each from representatives of management and unions. It does not require prior arbitration experience.

Both organizations require that the applicant not be an advocate for either organized labor or management.

AAA reports that of the 3,500 labor arbitrators on its roster, 45 percent are lawyers and 35 percent are educators. Only about 23 percent work as arbitrators on a full-time basis.

While the number of newspaper arbitrations has remained static in recent years, change has been felt in other ways over the past two decades. And most observers agree that the bulk of those changes have been for the better.

For one thing, "the level of representation on both sides has certainly improved," says New York City arbitrator Jesse Simons, who was personnel and industrial relations manager for the New York Post between 1954 and 1961.

At the same time, "the arbitrators who get selected are more professional than they used to be," observes Donn M. Purdy, director of industrial relations for Thomson Newspapers Ltd. in Toronto.

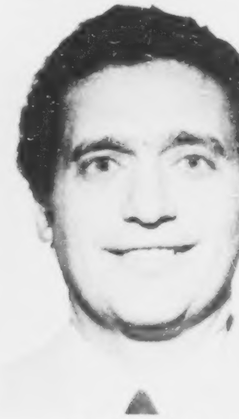
Lawrence A. Wallace, vice president/industrial relations for The Washington Post, notes that arbitrators now pay closer attention to the various labor laws, especially the landmark Taft-Hartley Act.

A "disturbing" development in recent years, he says, "is the tendency on the part of some arbitrators to act as a mediator" and attempt to negotiate a settlement of a dispute rather than rule in favor of one side, the other side or partially for both sides. "Some arbitrators openly suggest there may be a basis for a settlement," Wallace says.

Eva Robins of New York City, who has handled about 4,500 cases and who has been designated as arbitrator 15 times at newspapers, complains that the "new generation" of management and labor representatives presenting cases to arbitrators tends to treat it as a court process, which is not what arbitration is all about. (Robins, a lawyer, is believed to be the first woman to decide a newspaper case, back in 1973. Today, eight women are active in arbitrating newspaper disputes.)

Time-Honored One

Eva Robins



Martin Teplinsky

Teplinsky of Toronto agrees with Robins' observation. "We don't need people playing like lawyers," he says.

Problems cited. Common complaints by both management and labor are that the next open date for the most experienced arbitrators is months away, and that several months go by after the hearing before an award is issued.

"Terrible delays" are common in both the United States and Canada, notes C.J.H. (Chris) Davies, director of industrial relations for The Toronto Star.

For example, Robins says her next open date is "sometime in February."

Teplinsky says his next open date is in March. "But if (the case) is urgent, I could fit it in sooner. Like a doctor does."

"I suppose we create the problem ourselves," says Wallace of The Washington Post. "We hate to take a new person."

In the District of Columbia, Wallace notes, the going fee for an arbitrator is $400 a day plus expenses. An uncomplicated case involving one day of hearings may take three and a half days of the arbitrator's time, while a more complicated case may take eight or nine days.

Arbitrators charge not only for the hearing, but also for study time and the time to write opinions. In some cases, a court reporter's fee is involved. If an outside lawyer presents the case, there is additional cost. And occasionally there is the expense of bringing in an expert witness.

The Federal Mediation and Conciliation Service reports that in 1984, the fees and expenses charged by arbitrators averaged $1,371.88 per case. In all newspaper arbitrations, the company and union split the cost.

Teplinsky also has heard the complaints—"too slow, too long, too costly." The cause of the complaints, he says, is that many of his colleagues are "insufficiently productive." He notes that in contrast, "90 percent of my arbitration hearings are concluded in one day. I crack the whip. We skip lunch. I try to get the parties to agree to an oral award" instead of a written one.

Arbitrators "should schedule three or four cases a day," Teplinsky says. "I schedule some cases at 4 p.m."

"One of the big problems in arbitration," he says, "is that nobody participating pays. It's the company and union that pay." The management and union representatives themselves hold the key to controlling costs and must make demands on the arbitrator, Teplinsky maintains.

> *With all its problems, arbitration has worked for decades in the newspaper business.*

While the splitting of costs is common to all newspaper arbitrations, other parts of the process differ according to geography and under whose auspices the arbitration is being conducted.

For example, The Toronto Star's Davies observes that in the United States, "there is a greater propensity to use written arguments. The submission of briefs is rarely used in Canada."

Arbitrator Fred Witney, professor of economics at Indiana University, notes that the FMCS encourages arbitrators on its roster to render awards not later than 60 days from the date of the closing of the record. AAA rules require that the award be rendered not later than 30 days from the close of the hearings, unless otherwise agreed by the parties. If an award cannot be made within the required time, the arbitrator must seek an extension of time from the parties.

Responding to Teplinsky, Witney notes that "not many" arbitrators would give their decision at the conclusion of the hearing unless it was required under the contract. The parties involved nearly always want written opinions, he says, and "in the majority of cases, the parties want to file post-hearing briefs."

Arbitrator Barbara Zausner Tener of Bordentown, N.J., says the deficiencies she sees in cases before her generally stem from the failure of all participants to discuss the issue thoroughly. "If they would listen to each other, they could solve the problem themselves," she says.

With all its problems, arbitration has worked for decades in the newspaper business, notes John B. Hammett, senior vice president of the San Jose (Calif.) Mercury News. "The process should be encouraged," he says.

How they're selected. Labor agreements in the newspaper business usually provide for the selection of an arbitrator through either the American Arbitration Association or the Federal Mediation and Conciliation Service. The two sources are about equally designated in the agreements. The AAA charges an administrative fee of $100 for each party. No administrative or filing fee is charged by the FMCS.

The AAA is a not-for-profit organization with headquarters in New York City. The FMCS in Washington, D.C., is an independent government agency created by the Taft-Hartley Act in 1947.

The AAA's appointment process is more formal than that of the FMCS. For example, each AAA case is assigned a tribunal administrator to handle details such as arranging hearing dates. Under the FMCS procedure, it is the arbitrator's responsibility to contact the parties for hearing dates.

To begin an arbitration, either the company or union writes the AAA or FMCS, whichever one is designated in the labor agreement, enclosing a copy of the contract or quoting its arbitration clause, stating the grievance and provisions of the contract involved, and requesting that a panel of arbitrators be submitted to the parties.

The AAA will submit a list of 12 to 15 names, including brief biographies of the arbitrators.

The FMCS submits seven names unless the applicable labor agreement provides for a different number or unless the parties themselves request a different number.

If the parties cannot agree on an arbitrator, usually a coin is flipped and the winner strikes the first name from the list, with the parties striking alternately until one is left.

Both services will submit another list of arbitrators if requested by the parties. "We rarely send more than two lists," says Frank T. Zotto, AAA's associate director for case administration.

In some cases, newspapers and their unions have negotiated other procedures. For example, The Washington Post's contract with its composing room workers, represented by the International Typographical Union, provides for a panel of five named arbitrators from which one is chosen for each case.

The contract between the San Jose Mercury News and The Newspaper Guild names 11 arbitrators for the parties' selection. If there is a disagreement over which arbitrator will serve in a particular dispute, the arbitrator is selected by the elimination process.

Other agreements in the San Francisco Bay area provide for a panel of seven named arbitrators. In some instances, the arbitrators are called in order, and the one with the first open date is selected.

In recent years, the Guild has been involved in more arbitrations than any other newspaper union. In 1983, 45 of the 101 arbitrations reported by ANPA were initiated by the Guild, and in 1984, the Guild was a party in 40 of the 94 decisions.

Labor specialists say the large number of Guild arbitrations arises from the union's diverse membership. San Jose's Hammett notes, for example, that the Guild at his newspaper represents employees in numerous departments—editorial, advertising, business, circulation and maintenance—rather than a single unit of craft employees where an issue is usually settled after one interpretation of a contract provision.

"The Newspaper Guild has many diverse views within its bargaining units," adds ANPA Manager/Labor Relations Charles Cole. And Guild officials "take a more aggressive interpretation of their contracts than those in other unions," he says.

"Employers tend to press us more on false interpretations of the contract," says Richard J. Ramsey, executive director of the Guild's contract committee.

But while the entire arbitration process deals with disagreements, there is one fundamental point of agreement among labor, management and the arbitrators involved in newspaper disputes: The procedure works. As New York City arbitrator Jesse Simons says, "What would they do if they didn't have it?" ☐

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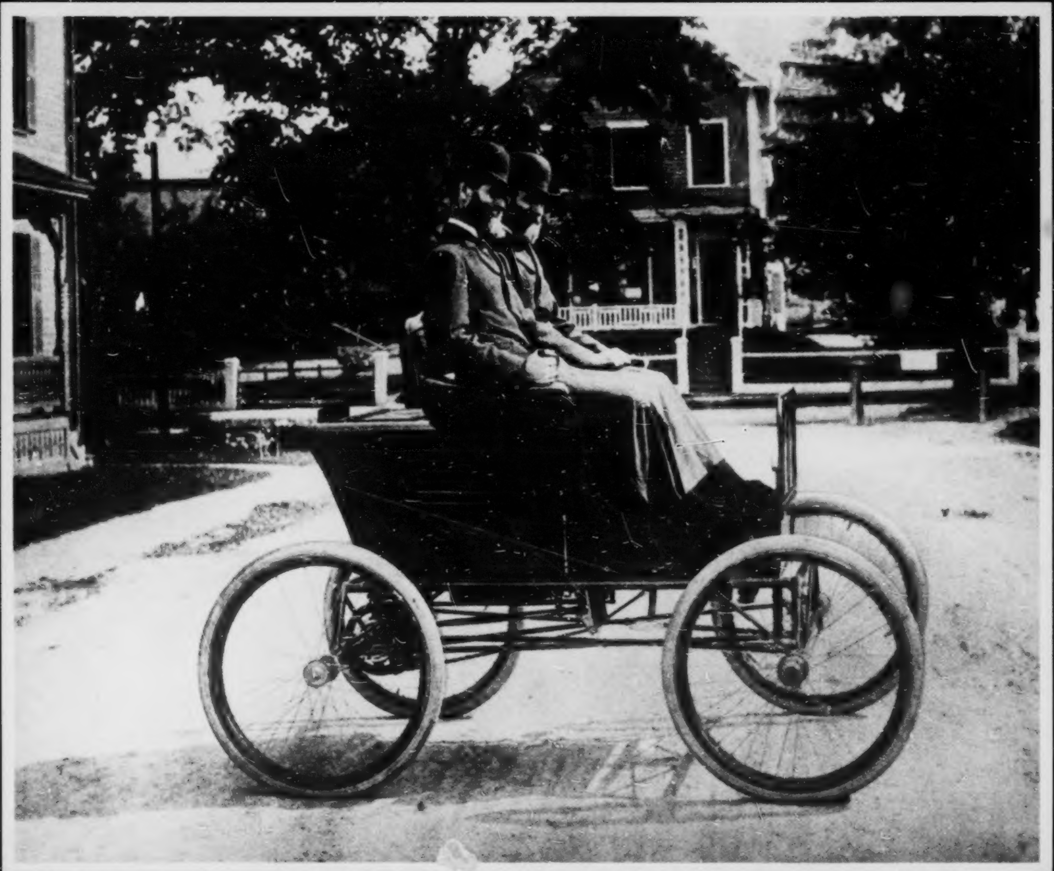

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Panama's La Prensa Struggles Against Political Tumult

BY MARCIA RUTH
presstime staff writer

Where do you get the courage to continue publishing a daily newspaper in a country with 17 years of dictatorship, a country from which you were once forcibly deported and exiled for three years for opposing government policies, a country where two years after your paper was established, Panamanian defense forces invaded the plant and poured acid on computerized equipment?

"I don't think we're any more courageous than anybody else," says I. Roberto Eisenmann Jr., the leading force behind the establishment of La Prensa, then the only independent daily in Panama. "You sort of break a barrier where no matter what you say and do, your risk is still 100 (percent)."

But now, five years after the presses first rolled Aug. 4, 1980, Eisenmann fears for his paper's survival.

"This is not a game," he said in an October interview in Cambridge, Mass., where he is on a Neiman Fellowship at Harvard University. "This is in the middle of crisis time. And I think it can go either way."

Fears for La Prensa were recently accentuated by a private warning to one of the paper's directors by U.S. Ambassador to Panama Everett Ellis Briggs that La Prensa is in danger.

And in response to a perceived threat to his life, one of La Prensa's leading political columnists, Guillermo Sanchez Borbon, went into hiding for a period of about two weeks.

The crisis over La Prensa is tied to the current political situation in Panama.

In late September, Gen. Manuel Antonio Noriega forced the resignation of Panamanian President Nicolas Ardito-Barletta, former vice president for Latin American and Caribbean region at the World Bank. This ouster followed a public outcry over the brutal murder of an outspoken Noriega critic, amidst widespread rumors that Panamanian military forces were responsible for the killing and that Barletta had called for an independent investigation.

The victim of the slaying was Hugh Spadafora, a former government insider and a somewhat flamboyant international revolutionary figure who had publicly tied Noriega to Panama's drug traffic.

What further alarmed many Panamanians was the degree of brutality with which Spadafora was murdered: He was found beheaded, his body mutilated, just over the border in Costa Rica.

"These terrorist activities are first-timers for Panama," says Eisenmann, who describes the country as historically South American while geographically in Central America. "Beheadings in Central America are not real news, but in Panama it had never been done," he says.

In this crisis, as he has in the past, Eisenmann says he counts heavily on the support of the press around the world.

"The reason we (La Prensa) are still alive is because of this international exposure of our plight," he says, "because the military dictators in our area of the world worry more about their international image than their local (image)."

Coverage and editorials have "really made a difference" in the past, he says, and this time, "we didn't wait for the thing to be closed to start screaming."

In early October, editorials in several U.S. papers, including The New York Times, The Washington Post, The Boston Globe and The Miami Herald, voiced alarm over La Prensa's possible fate, and some free-press groups have lodged protests with Panamanian government officials about it. In an Oct. 3 cable, the American Society of Newspaper Editors warned the Panamanian government against any efforts to "close or otherwise attempt to intimidate" the Panama City paper.

In a responding telegram in late October, Panama's new president, Eric Arturo Delvalle, told ASNE that "In Panama an absolute freedom of press exists, and that those rumors you've heard are totally unfounded. . . ."

I. Roberto Eisenmann Jr.

Mustering support. International support has been a lifeline for La Prensa from the beginning.

A businessman with no previous experience in the newspaper business, Eisenmann decided to launch the daily paper in 1979 when he returned to Panama after his exile was lifted. He turned first to the Inter American Press Association, from which he received both technical know-how and moral support.

And others contributed to the fledgling paper: Most notably, Armando Gonzalez, now manager of the management engineering department of The Miami Herald, who played a major role in designing the La Prensa plant; and San Juan, Puerto Rico, publisher Carlos Castanedas, whose El Nuevo Dia art director, Jose Luis Villegas, established the paper's basic design.

La Prensa is "the best thing that happened to Panama in many years," says George Beebe, who as IAPA president in 1980 pushed the button that started the presses rolling. "The other papers are not only government operated and controlled but pretty poor," says Beebe, formerly associate publisher of The Miami Herald and currently vice chairman for projects of the World Press Freedom Committee. "There wasn't a good one in the lot, so this paper came along."

Three other Panamanian dailies are owned by the government, and another is controlled by two men who have positions in the military regime.

Critical to La Prensa's success was Eisenmann's decision to opt for multiple ownership. Originally close to 600 people and now more than 700 own the paper, with no individual or group having more than a $5,000 share. Multiple ownership, he says, made it possible to:

- Raise the $1 million needed to start a paper that was "95-percent sure not to publish" during the military regime
- Ensure editorial independence and plurality of views
- Reduce the risk of government reprisal—a dictator "couldn't finger one person or one group to eliminate the project. He'd have to go after a lot of people."
- Increase the sense of commitment and personal contributions of Panamanians—"there is no Big Daddy that's going to put a hand in his pocket to pay the payroll if the money isn't there."

XII Copa Marlboro
esta tarde
deportes
REVISTA
La Prensa
hoy por hoy
Federación de sacerdotes y monjas solicita la Comisión Investigadora
Alarcon califica a la Asamblea de "inoperante" y "prostituida"

In this regard, participation has been remarkable, says Eisenmann. For example, "We'd need 20 typists because we were behind (in typesetting), and we'd have 20 women volunteer." In addition, after nearly a week of government occupation in 1982, in which about $100,000 worth of equipment was destroyed, "we'd have people walking in donating money to get us back on the streets."

La Prensa, which means "the press" in Spanish, was "for the democratic community 'the light,' so there was a lot of cooperative work," he adds.

Eisenmann says the six-days-a-week broadsheet paper has a circulation of more than 30,000.

In the course of its five years, the paper has carried many stories causing embarrassment to the government, including an exposé showing misuse of $100 million in social security funds and the funneling of $6 million in cash deposits through the bank account of Noriega's brother.

Emphasizing its position as an "independent," not an "opposition" paper, La Prensa has no editorial page, but it fills the equivalent of an op-ed page with columns contributed by a wide range of outsiders and editorials from other newspapers.

The paper's editorial board includes people with a variety of professional and political views. When pressed by interest groups or political parties to take a particular position, La Prensa sometimes has to remind people that "we're a newspaper," says Eisenmann. "It's their job to make the news. . . . We report it." ☐

Upholding Democracy with a Free Press—from Scratch

"Well, we're coming back home," Roberto Eisenmann thought as the plane left Miami carrying him, his wife and four children back to Panama after more than three years of forced exile.

He thought of the freedom he had enjoyed in the United States and the risks that could await him in Panama, and asked himself: "But what do I do to further the cause of democracy?"

As he remembers it now, seated for brunch in a Cambridge, Mass., hotel just off the Harvard University campus, "My mind sort of scanned the whole panorama. And number one on anybody's list is a free press. I mean, you just can't have any democratic opening of any sort if you don't have a free press.

"I had never seen the inside of a newspaper (plant) before," he laughs, "So it was just a very romantic, crazy idea."

But after the emotion of that day subsided, in which many such planes with many more families converged from different places of exile, he stuck to his idea.

"Anything can be learned," he told James B. Canel, then executive director of the Inter American Press Association, when he went back to Miami to retrieve the rest of his family's belongings. "I think my next project has to be the creation of an independent paper in Panama."

A third-generation Panamanian whose family originally came from the European region of Alsace, Eisenmann says he spearheaded the drive for an independent paper out of his "humanistic outlook" and "love for the homeland." His ambition, he says, is "to see my country institutionalized democratically."

Once the project was under way, it was not as difficult as he had imagined to raise his goal of $1 million. "A few people said, 'Here's $1,000 but don't ever tell anybody I gave it to you.'" he says. "But most were willing to risk it."

Staffing was another matter. Faced with government licensing of journalists—which required either five years with a Panamanian paper or a journalism degree from a Panamanian university—he hit on a solution: He would hire people with "very high prestige" in other professions or recent journalism graduates with no experience. The government would have difficulty questioning the credentials of the former group, and the latter would not have been influenced by practices of the other, government owned or controlled, newspapers, he reasoned.

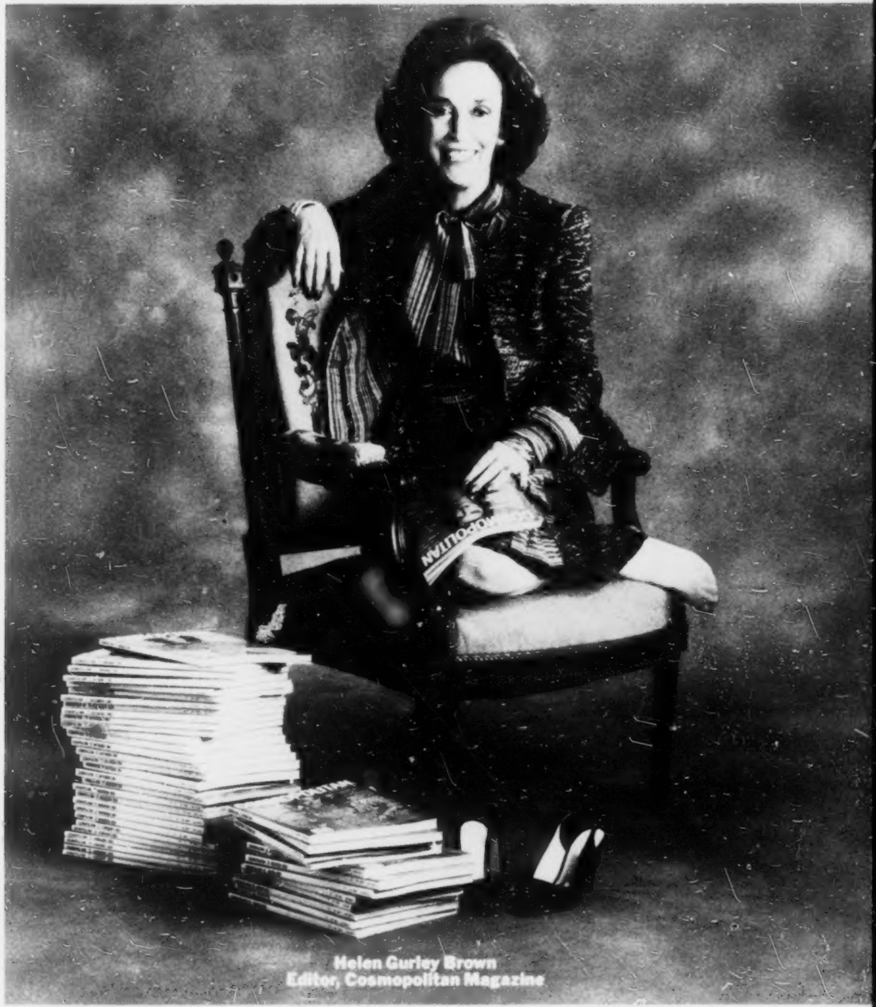
Then, he says, La Prensa informed the government: "We are not going to comply with the law. What are you going to do about it?"

But the solution to one problem raised another. The night before the presses first rolled, Eisenmann remembers an employee saying, "This can't be. Nobody in this building knows how to put out a newspaper." He laughs at the audacity to start up a major daily, now the largest in Panama, with such a crew: "We didn't know anything about newspapering; these people with very high prestige didn't know anything about newspapering, and the kids didn't know."

According to Eisenmann, all through the process of purchasing land, ordering machinery and preparing the staff, "we would suddenly get somebody who would say, 'I have a friend of a friend of a friend of the dictator, and I know he's not going to let you open.' But instead of sitting there and saying, 'Now what do we do?,' We just said, 'Well, we don't listen to this' ".

But in private moments, the Eisenmanns do not forget the dangers of publishing a newspaper in such adverse circumstances. "I know that what we are doing is right," says his wife, Maruja, "and I pray a lot." *—Marcia Ruth*

Hearst's Helen Gurley Brown had the creative idea that gave birth to 10,711,000* Cosmo girls.



Helen Gurley Brown
Editor, Cosmopolitan Magazine

*Source: Spring 1985 MRI Study

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Enrique Borrego of Hearst's San Antonio Light had the creative idea that delivered 88 papers in 13 inches of snow.

Antonio Light
San Antonio Light
Enrique Borrego
Newspaper Carrier, San Antonio Light

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Helen Gurley Brown's creative idea for Cosmopolitan identified a whole new group of women and provided them with the first magazine they can truly call their own.

Enrique Borrego's creative idea solved the problem of delivering his papers on time even after a huge blizzard. What Enrique did was prepare in advance, by starting an hour earlier and enlisting the help of a partner... his father!

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Special Report

CREATIVITY IN NEWSPAPER ADVERTISING

TRADITIONALLY, THE MOST IMAGINATIVE ADS WERE THE PROVINCE OF TV AND MAGAZINES. NOW THE RACE IS ON TO MEET SPECIAL DEMANDS OF NEWSPAPERS.

BY MARCIA RUTH
presstime staff writer

reativity is hard enough to define. And in advertising, even the usual definitions—"fresh," "original," "new," "alive"—slip away before a special requirement: As any ad director will tell you, "It's not creative if it doesn't sell."

Judged by these twin criteria of innovation and effectiveness, there is a consensus that in the 1980s a wave of "creativity" is sweeping through advertising in general, and newspapers are finally joining that trend.

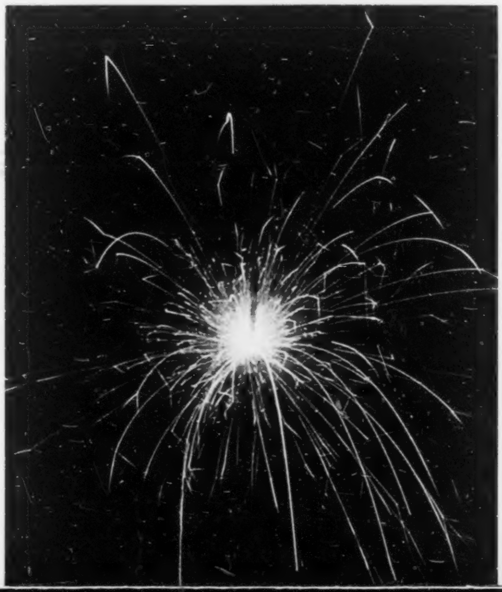
Ad creativity will receive "a great deal of attention" in the newspaper industry's Future of Advertising Committee recently established by the Newspaper Advertising Bureau, says Leo Bogart, NAB executive vice president and general manager.

That emphasis should help stoke the rising interest in ad creativity by newspapers, which previously tended to take a back seat to television's sound and motion and magazines' color and high-gloss impact.

Pressed by the need to meet daily deadlines for high-speed presses, newspaper staffs churn out thousands of routine ads. Other ads, often less impressive, are inserted by advertisers convinced the medium serves only to move long lists of products off the shelves.

"Creative" approaches to brand recognition often go elsewhere, particularly with national accounts where newspapers' share has dropped over the past few years. More often than not, those newspaper ads that triumph in national "creative" competitions turn out to be relatively small appendages to campaigns centered in other media.

It is in newspapers' best interest to broaden this creative effort, for throughout the business community there is an understanding that ad creativity pays at the bottom line. "It's not creative in order to have fun. . . . It's a hard-headed business look," says Burton J. Manning, chairman and chief executive officer of J. Walter Thompson USA. "There's a great resurgence of creativity when clients say they want advertising that will really break through, really be noticed, really be seen," he says. "What clients today overall are saying is, 'What you guys call creativity seems to me to get more sales, so let me have more of it.'"



Yet newspapers in general have been reluctant to take on creativity as an issue directly. "It is difficult to address because once the space is sold, it no longer belongs to the newspaper, it belongs to the advertiser," says John A. Wolf, president of the International Newspaper Advertising and Marketing Executives.

"What the newspaper has to do is make creative use of newspapers a possibility," including such things as quality reproduction of black-and-white, quality reproduction of color, and positioning," says Wolf, senior vice president of the Dallas Times Herald. "So when the advertiser sits down and plans out how to use white space they own because they bought it, they know the newspapers are technologically able to handle that through to its final conclusion and can appreciate what the creative person wants to convey."

Similarly, Bogart of NAB sees three areas newspapers should address to attract more creative advertising:

- Make the medium more attractive to agencies and advertisers by focusing on "how to motivate them, how to excite them, how to instruct them, how to get them involved with communicating in print"

ATHENA AWARDS

Illustrator Robert Heindel (leaning over table) and Charles N. Blakemore of Blakemore & Killough judge entries last year for Athena (below, right). Winners appear in NAB publication, Creative Newspaper, which in 1984 bore Heindel painting (below).

CREATIVE
NEWSPAPER 9
ΑΘΗΝΑ

- Be more flexible in positioning advertisements in the paper, "which gets into the willingness of newspapers to adapt themselves to unusual requirements and requests"
- Make creative people more cognizant of newspapers' color capabilities.

Increasing ad creativity became a priority of NAB when it established the annual ATHENA (Award to Honor Excellence in Newspaper Advertising) competition 10 years ago.

Bureau officials are convinced that the more creative the ad, the harder it works. Says Henry R. (Hank) Simons, who as NAB vice president and creative director has organized the contest each year: "We have done research that shows that ads of the same size and for the same kind of product can show double the recall of others, and the only explanation for that is in the creative content: One headline was more compelling, more startling than the other; something in the layout was easier to read and stay with; something in the illustration had more pulling power."

As this awareness becomes more widespread, newspapers are moving more aggressively, pushing agencies and clients, as well as themselves, to upgrade aesthetics as a means to increase effectiveness.

The "Big Idea." If one pattern could typify the new wave of outstanding newspaper ads, it is the juxtaposition of a compelling graphic with an unconventional headline—often connected by wit, humor or irony—that stops the reader cold. Once hooked, a straightforward text delivers the basic information.

If one agency could be considered the "hot creative shop" for print in the 1980s, it is Fallon McElligott Rice, which burst on the scene in Minneapolis in 1981 with a full-page ad for "A new advertising agency for companies that would rather outsmart the competition than outspend them."

And if one ad could illustrate the new creative thrust, it is one of three ATHENA winners the agency produced in 1984: Dominating the space for Minnesota Federal Savings & Loan is an 18th century print of a colonial man in the stocks, ignominiously exposed to the taunts of a jeering crowd. The headline reads: "What Exactly Does 'Penalty for Early Withdrawal' Mean?" The body copy answers: "Simply stated, penalty for early withdrawal means that we can't pay you as much interest as WE promised if you don't leave your money with us as long as YOU promised."

By the end of the first campaign to position Minnesota Federal as "plain talk bankers" willing to level with average consumers (also portrayed on television, radio and posters), installment loan volume and loan applications had both increased more than 200 percent.

Not only is this ad typical of current creative techniques, it also reflects a trend to take on subjects not traditionally associated with ad creativity.

"There is an inherent interest in what Sears has to sell . . . but nobody opens the newspaper to find out what the Bank of Virginia has to tell me today," says James R. (Mike) Hughes, executive vice president and creative director of The Martin Agency in Richmond, Va., one of a small group of relatively new firms outside Manhattan which established its early reputation in print. "So we have to find out: What does the Bank of Virginia have to say that is interesting? And then we have to find an interesting way to tell it."

This strategy—the use of one big idea around which to organize a campaign—is relatively rare in newspaper ads even today, although it became a staple of agency advertising a generation ago.

At the turn of the century, most ads still followed the pattern set by posters. It was called "keeping your name before the public." But with the growth of mass media, the proliferation of brands and a burgeoning consumer population that could not be reached by individual salesmen, "salesmanship" entered the ads themselves—extolling values of products and identifying needs for consumers.

By the 1950s, there were several major schools of thought on how to do this best, all of which, to some degree, continue today:

- An ad executive who perceived a public that does not absorb complexity, Rosser Reeves, tried finding the "unique selling proposition" for each product, then hammering it home. "Wonder Bread builds strong bodies 12 ways" and "Rolaids absorb 47 times its weight in stomach acid" are typical slogans of this "master of hard sell."

- A former researcher who believed the public had a desire to learn, David Ogilvy, founder of Ogilvy & Mather, developed rules for effective ads. Preferring photographs to graphics, long body copy and a specified number of words in headlines, he launched finely crafted ads for products like Hathaway shirts, Schweppes tonic and Rolls Royce motor cars.

> *Often this "targeting" of advertising is based on psychographics—the grouping of people by values and lifestyles as well as age, sex and income.*

- As founder of the Leo Burnett agency and what became known as "The Chicago School," Leo Burnett brought a more folksy, down-to-earth quality to advertising. Believing in the "inherent drama" of each product, his ads broke taboos on close-ups of products such as raw meat. And when there were no "inherent" qualities, he created figures to embody mythical ones—from the Marlboro Man to the Jolly Green Giant.

But it was William Bernbach who set the dominant tone for the "Golden Age" of advertising in the 1960s.

"Creativity," defined by Bernbach as a unique approach to every product, became the hallmark of the Doyle Dane Bernbach agency, which grew more than tenfold during the decade.

Stressing the synergy between words and images, Bernbach's ideas revolutionized agency structure, bringing together "creative teams" of artists and copywriters, many of whom subsequently moved to controlling positions in ad agencies.

The use of wit and humor, outspoken honesty and direct confrontation of the values of the consumer became the hallmark of such well-known ad campaigns as the Volkswagen Beetle (Think small) and Avis Rent-a-Car (We're number two, but we try harder).

When the economy slowed in the 1970s, agencies, like businesses, pulled back from innovation. As a result, advertising "tended to become very derivative, over-tested, safe and boring," says Thomas McElligott, creative director of Fallon McElligott Rice in Minneapolis.

"What happened was the advertising agencies and the clients during the late '60s and early '70s began to have what turned out to be an inordinate respect and appreciation of business school graduates," says Robert H. Levenson, DDB copywriter throughout most of the Volkswagen campaign and now vice chairman and chief creative officer of Saatchi & Saatchi Compton.

The application of the business-school case method to advertising cannot work when creativity is ignored, says Levenson. The idea that "all you have to do is figure out in retrospect why this brand is successful and three other brands are not, follow the example of the successful one and abandon the unsuccessful ones," won't work if you ignore "freshness, originality, sticking out—all those things that come from the creative mind," he says.

When more creative solutions returned to Madison Avenue in the 1980s, The Big Idea emerged again, but directed less to extolling the virtues of a particular product than to meeting the needs of a particular audience. Fast foods, soft drinks, automobiles and cigarettes, for example, began being marketed more by how they fit into different lifestyles than by dwelling on specific details of the products.

Often this "targeting" is based not on customary demographics but on psychographics—the grouping of people by values and lifestyles as well as age, sex and income.

Array of Contests Reflects Growing Interest in Creative Ads

A variety of contests sponsored by newspaper associations recognize superior advertising:

- ATHENA (Awards to Honor Excellent Newspaper Advertising), the Newspaper Advertising Bureau's primary awards. Entries in 14 categories are judged by prominent leaders in ad creativity. Deadline for 1986 awards will be an as-yet unspecified date next spring. Presentation of 1985 awards will be Nov. 21 at The Four Seasons restaurant in New York City. Contact: Hank Simons, vice president/creative director, NAB, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 704-4570.
- NoRMA, sponsored jointly by NAB and the National Retail Merchants Association. Deadline is Nov. 4 for awards to be presented Jan. 14, 1986, during the annual NRMA convention in New York City. Contact: NoRMA Awards, NRMA Sales Promotion Division, 100 West 31st Street, New York, N.Y. 10001; (212) 244-8780.
- DANDY (Dealers' Automotive Newspaper Display Advertising), sponsored jointly by NAB and the National Automobile Dealers Association. It honors campaigns and individual ads by car dealers and dealer associations. Deadline is Nov. 27 for awards to be presented Feb. 1 during the NADA convention in New Orleans. Contact: NAB Detroit regional office, 280 N. Woodward Ave., Suite 206, Birmingham, Mich. 48011; (313) 642-9200.
- Tearsheet Exhibits, sponsored by International Newspaper Advertising and Marketing Executives. Deadline is Dec. 27 for awards in 25 categories to be exhibited at the INAME Sales Conference Jan. 26-29, 1986, in Las Vegas. Contact: Reggie Hall, assistant general manager, INAME Exhibits Committee, P.O. Box 17210, Dulles Airport, Washington, D.C. 20041; (703) 648-1177.
- Best in Print awards sponsored jointly by the International Newspaper Promotion Association and Editor & Publisher magazine. Deadline is Feb. 4, 1986, for awards to be presented during INPA's annual conference May 18-21 in Fort Lauderdale, Fla. Contact: Michael Kane, special projects manager, INPA, 11600 Sunrise Valley Drive, Reston, Va. 22091; (703) 620-9560.

In addition to those from national newspaper associations, there is a wide variety of newspaper advertising awards presented annually by private organizations and national, state and local associations.

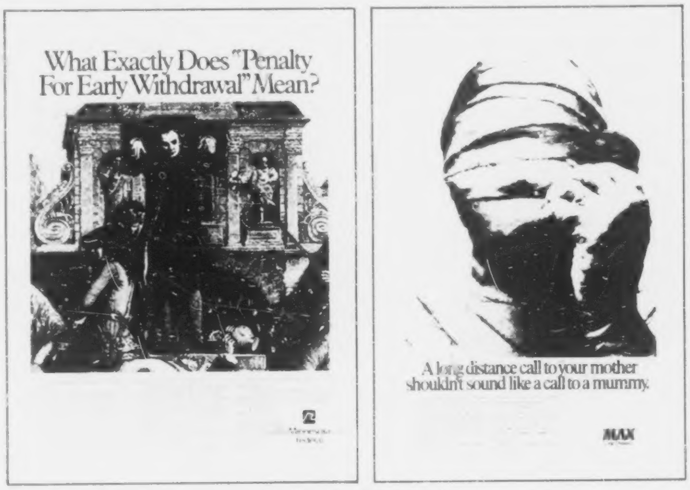
In most cases today, ad campaigns are derived at the corporate and agency level only after such extensive research using a wide variety of tests, studies and interviews.

Broadcast v. print. While the newspaper industry as a whole is coming to grips with ways to increase both the use and perception of newspapers as a creative medium, it is smacking head-on against a perception by many in the advertising community that newspapers simply aren't suitable for creative ad campaigns.

At many agencies the concept prevails that, as the creative director of a major agency puts it, "television is just so much more dynamic, gripping, emotional, memorable."

"When people talk about advertising today, they're talking about television. It's very rare they talk about print anymore," says Roy Grace, chairman and executive creative director of Doyle Dane Bernbach. "I can't remember the last time I heard people say, 'Have you seen this great print ad?' It's always, 'Have you seen this great commercial?'"

Following this premise, there is a tendency for advertisers, particularly with national accounts, to save their memorable ads for television, while relying on print to convey follow-up information—what Lee Clow, president and creative director of Chiat/Day, calls the "one-two punch" of "emotional" commercials followed by "rational" print ads. Nowhere was this strategy clearer than in Chiat/Day's "1984" Super Bowl TV commercial for Macintosh computer, followed by a 20-page magazine insert explaining the computer's operation and subsequent newspaper ads tackling the mundane details of where the product is sold.


What Exactly Does "Penalty For Early Withdrawal" Mean?
A long distance call to your mother shouldn't sound like a call to a mummy.
MAX

Clever copy and good art are united for dramatic results.

In addition to altering this agency mindset about the role of newspaper advertising, newspapers and all media, face the challenge of trying to overcome the general barrage of conflicting messages in the marketplace and be heard above the increasing din.

Advertising has grown to an $87-billion industry in this country, and according to a 1984 survey of advertising leaders by NAB, the number of advertising messages in all media will double before the end of the century.

"Everybody's so jaded about advertising. You don't have a captive audience," observes Edward E. Littleford, senior vice president and deputy executive creative director of Foote, Cone & Belding.

The situation is particularly acute for television. A 1965 study and 1976 follow-up conducted by the American Association of Advertising Agencies found that two-thirds of adults thought advertising "insulting to their intelligence," a trend borne out by subsequent studies by individual agencies. "The impression is that television is the touchstone where the irritation begins," says Rena Bartos, J. Walter Thompson's senior vice president and director of communications development, who spearheaded the research for the 4As.

McElligott strives to break away from "safe and boring" ads.

Another problem for television is the decline in its advertising effectiveness because of "zapping" of commercials. A 1984 study by the 4As, American Advertising Federation and Association of National Advertisers predicted that by the year 2000 at least 50 percent of U.S. homes will have video cassette recorders, and a majority will own remote controls that facilitate zapping.

Against this conflicting background—with agencies continuing to emphasize creative TV commercials despite concerns about public acceptance of commercials in the future—a quiet revolution is under way in print (newspaper and magazine) advertising. It has been largely instigated by smaller agencies developing low-budget campaigns for local clients.

With regard to newspapers, these agencies are building on what historically have been areas of strength for dailies—their timeliness, their ability to convey a lot of information in one place, their enhancement of ad credibility by placement in the "news environment," as well as a growing sophistication of the public at large.

"Print has the time to pose a more thoughtful and ultimately more persuasive argument for trying a product or service," says McElligott of Minneapolis. "Because it has more time, you can have more integrity in the sell. At a time when the consumer is really skeptical about everything from government to advertising, you have the opportunity not just to tell what you have time to tell, but what you really ought to tell."

And "creativity" costs far less in print. "You can do outstanding, unforgettable television with a lot of money. You can do outstanding, unforgettable newspaper with a lot of brains," says Richmond ad executive Hughes.

While some newspapers are spreading the word to agencies of the creative possibilities in newspapers, others are attempting to influence retailers who design their own ads to make them more creative.

"There are a tremendous number of retailers who do not understand the value of creativity, and their ads remain somewhat of a jungle as a result," says Thomas J. Holbein, executive vice president of Belden Associates of Dallas, one of the largest newspaper research firms.

"As price increases, it becomes more and more incumbent on newspapers to improve the selling effectiveness of ads they run," says Mark R. Arnold, senior vice president of marketing for The Honolulu Advertiser and Honolulu Star-Bulletin. "But it's a two-way-street. Newspapers and retailers have got to work together . . . and I think you're going to see more of it."

Some other observers are predicting more cooperation between advertising and editorial staffs in improvement of ad design. "It's going to come about because more and more editors are realizing that readers do look at ads," says Mario R. Garcia, associate director of The Poynter Institute for Media Studies in St. Petersburg and a leading newspaper designer. "Those fine lines [between editorial and advertising] exist for an editor, but they do not exist for the reader [for whom] advertising and editorial content blend on the page."

Newspapers' efforts. While national advertisers and many large local and regional advertisers produce their own ads or hire agencies to do them, the bulk of a newspaper's ads are turned out day-after-day, week-after-week by the in-house department of the newspaper itself.

"We're faced with a high volume," says Jack Shanahan, advertising art director for the Los Angeles Times. "Our bread and butter, the major share of our effort, is directed to those people who don't have agencies and haven't the wherewithal to put it together."

Virtually all middle- to large-size dailies have artists doing most of the layouts sold by the advertising staff. In general, only the largest have copywriters whose sole responsibility is producing ad copy.

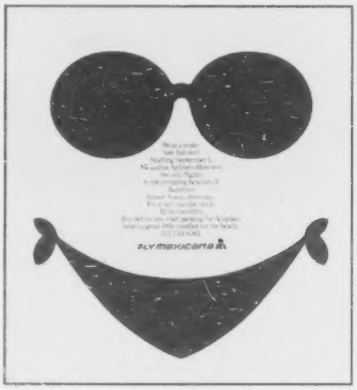
Many of the larger papers have what are called "creative service departments" that turn out material for both advertising and promotion.

Many of the larger papers have what are often called "creative service departments," in which artists and copywriters, as well as photographers and color experts, turn out material for both advertising and promotion. Almost never are editorial and advertising graphics produced by the same staff.

At papers of less than 50,000 circulation, "it will be very rare when you have a creative department as such, but every paper I know that has [creatives] knows these people pay their way and a lot more," says Edmund C. Arnold, professor emeritus at the Virginia Commonwealth University School of Mass Communications.

For papers of all sizes, there is a recognition that good creative services make newspapers more competitive with other media. And that is why "creatives," once viewed as a frill, are increasing in number throughout the business.

"Our advertisers are becoming more and more sophisticated," says David Alley, retail advertising manager of The Clarion-Ledger [morning, circulation, 51,174] and Jackson [Miss.] Daily News [evening, 29,590]. "We can't assume we're going to get the business anymore, because there are too many other media out there trying to get a piece of the advertising dollar. There are just too many options for the advertiser, so the person who can make the strongest case will get the business, and part of that is putting together something that makes sense and works."



The Jackson papers have a creative staff of two, "but we could use four," says Alley.

Another mid-size newspaper with a creative staff is the Abilene [Texas] Reporter-News [all-day, 51,793]. "Where we can be the greatest use to our customers" is "creative use of small space, so we give the Mom and Pop advertisers something for the money they spend," says Retail Advertising Manager Thad D. Byars. "We're going up and up and up [in rates] every year. We need the opportunity to say, 'Here's why we're going up, we can offer you more.' They [small advertisers] need all the value they can get. They need all the value we can give them."

"It's not [just] a question of whether it's cost effective," says Robert C. Momson, vice-president/marketing of the St. Paul [Minn.] Pioneer Press. "If we're going to keep the small retailers in business, we have to help them be more professional. . . . We have to give them this kind of help so they can compete in an environment where these resources are available to the giants." Momson, INAME president-elect, characterizes his paper's 10-person creative services department as a "mini-agency."

Whatever their title, advertising artists and copywriters spend most of their time turning out formats basically agreed on beforehand by the paper's sales representatives and their clients.

At the Los Angeles Times, Shanahan estimates that about 65 percent of the ads prepared by his staff of 40 artists and three copywriters are fairly routine, while a select group of about 10 to 15 percent of the ads take up a third or more of creative time.

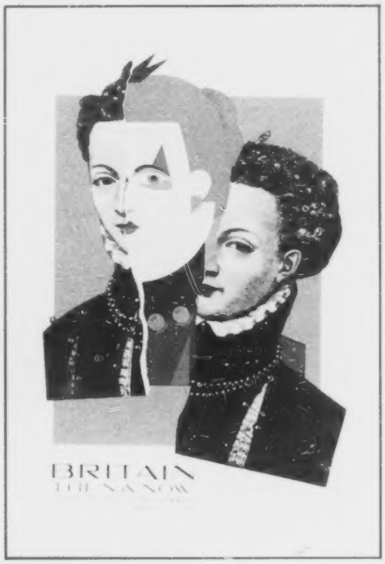
"We function in every which way, but it's whatever the sales force requires of us as a support group," says Times Copy Chief Al Miyadi. "We're not putting together a pretty ad, we're putting together a functioning ad."

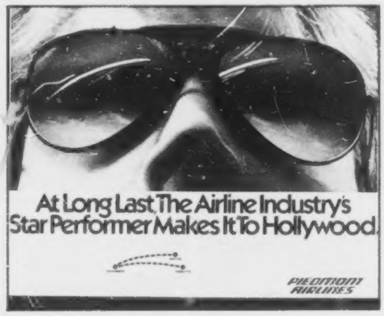
Often this partnership involves combating the impulse of advertisers to "throw in the kitchen sink," forcing them to streamline ads for impact.

In general, "the weakest part is the headline. All they [advertisers] talk about is 'sale' or give it a label like 'shrubs,'" says Laura Meier, creative services manager for The Courier-Journal and The Louisville Times. "What we try to do is put more information about benefits to the consumer, so when you're reading a headline, it speaks directly to you."

For example, Meier, who supervises a staff of seven artists, two copywriters and a photographer, recently convinced a tree

Among noteworthy creative newspaper ads are (clockwise from right) the cover of a Neiman-Marcus preprinted insert, US West's bison and Piedmont Airlines eye-catching double-truck. Mexicana Airlines' ad (preceding page) entices beach lovers.




At Long Last The Airline Industry's Star Performer Makes It To Hollywood.
PIEDMONT AIRLINES

Bring on the competition.
USWEST

nursery owner to abandon a simplistic price/product headline for a question-and-answer format that positioned his store as a year-round place to obtain advice rather than simply a seasonal source of plants.

Convincing advertisers of the need to select a "dominant illustration" is another job of staff creatives, says Meier. Still another is getting them to understand the value of "white space" to set off their copy and illustrations, says professor Arnold.

Sometimes the perceived needs of the advertiser clash with the aesthetic sensibilities of the creative staff, and in those instances newspapers often bow to their clients' wishes.

"We like to make our paper as clean as possible . . . but if they're a 'down and dirty' discount chain, that is really not going to sell their products," says Nancy B. Coleman, division manager of display advertising, marketing and creative services for The San Diego Union and The Tribune. "If they want a sophisticated look, we'll provide it. If they don't, we won't."

At other times, creatives are called upon for "crisis management," says Steven J. Lundblade, retail advertising mangager of The Pueblo (Colo.) Chieftain (morning, 51,007). That's what develops, he notes, when someone turns in an unacceptable layout at 2 p.m., "and you 've got to be in production by 4."

In very rare instances, when there is no agreement on design, papers may refuse ads. "We have an aesthetic standard, says Irv Kornblau, marketing research manager of USA Today. "Sometimes an ad comes in and you say, 'There is nothing illegal about it. It's not offensive.' But there is something about the ad that says, 'This is not the kind of visual material we want to have in our newspaper.'"

Innovative endeavors. Along with the trend toward hiring more creative talent, newspapers are attempting to use these professionals more imaginatively. This is particularly true with the increased emphasis on "spec" (speculative) ads—copy prepared in advance of a sales call.

In the past few months, Harte-Hanks' Byars has transformed his four ad creatives from their previous supporting role—producing ads for salesmen after space is sold—into a kind of "spec department," with the objective of furnishing salesmen with speculative ads for every call.

"We've got to get back to selling something that's tangible and not an abstract idea," says Byars. "If you don't have a spec ad, it's an abstract idea."

At the St. Petersburg Times and Evening Independent, ads are sometimes revised even after they have run. "We look through the paper every day, looking for crummy ads, ineffective advertising," says Andrew Kohut Jr., manager of the advertising, marketing and creative department. Those judged below par (usually those not designed by the papers' creative staff of 25) are redesigned, in color. The revised ad is then mounted alongside the printed one and sent to sales people handling the account.

Pre-sales preparation also has emerged as a potent weapon in winning back free-standing inserts from direct mail.

The Dallas Times Herald has established "a separate sales force that does nothing but work with major regional (shopping) malls," says Senior Vice President Wolf. Providing a "turnkey" operation that includes everything from selecting merchandise to be featured to handling photography and layout, "we provided an enormous service to centers that have wanted to be in newspapers but couldn't really put it all together on their own."

On a smaller scale, the owners of a Georgia mall report special sections designed by the one-person creative staff of The Athens Banner-Herald (evening, 12,609) and The Athens Daily News (morning 9,813) yield three times the results of their own free standing inserts, particularly when distributed through the papers' approximately 72,000 total-market-coverage program. "Every time they (mall owners) get new management, I have to convince them all over again," says General Manager A. Mark Smith, whose Athens papers often win awards for creative ads.

Other small- and medium-size papers report similar experiences. The "biggest area where we see the payoff (for spec work) is in themed editions and special sections where you send the sales people out early and see a lot of accounts that aren't regular customers," says Pueblo's Lundeford.

Not content with local clients, some larger papers are using creative services as a lever to pry loose some of the elusive national dollars agencies are funneling into other media, primarily television.

Over the past year, advertising executives from the St. Petersburg dailies took spec ads to creatives in more than 50 ad agencies around the country. While the payoffs are not in yet, General Advertising Manager Walter R. Stecher considers the visits successful in sensitizing agency creatives to innovative use of newspapers. He emphasized there is "another way to use newspapers other than quarter page block ads"—ways such as gatefolds (foldouts), double-truck streamer ads and photo techniques to localize national graphics—for example, an ad for a product superimposed on the skyline of a particular city.

Many agency creatives, particularly in New York where major newspapers print almost entirely in black-and-white, "didn't realize newspapers could produce color," Stecher says.

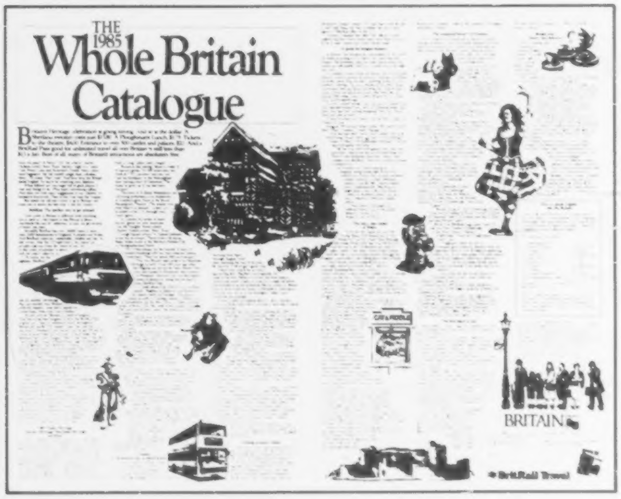
At one major agency he chooses not to name, one creative even told him, "I've never seen a newspaper person before." Typically, newspapers make presentations to media planners or account executives, concentrating on rates and circulation data rather than creative potential.

"The real key is that advertising agencies for the most part don't like to work with the print medium. They like the glamour of broadcast," says Page Haines, promotion manager of the Houston Chronicle. In the past, "we'd go in and show how to use newspapers and agencies not wanting to work with print would submarine our whole presentation."

To combat this, the Chronicle has just formed a two-person team to prepare "agency quality" work for presentation to agency creatives, augmenting marketing data normally presented to account executives or media buyers. Often, says Haines, staff creatives can show agency creatives "how they can use newspapers to complement their broadcast program."

"A lot of times it's the creative that sells it anyway. It's an emotional decision," she says. "Now we've got a creative approach that ties it all together."

These steps being taken by a few newspapers are in line with conclusions that emerged from a recent API seminar on "New Strategies for Newspaper Advertising Growth." They were that "black-and-white is considered a low-impact print medium by many advertisers," and that "the new young creative talent coming through agencies is attuned more to the sound and visual medium of television and doesn't really know how to use print imaginatively," says API Director Frank Quine.



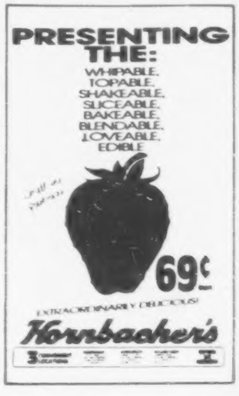
Double-truck ads can attractively accommodate a great deal of copy.

"Some seminar members felt that newspapers need to sit down with agencies and accounts at the creative level—not just the upper management level—and show them all the advertising resources that newspapers offer, including much-improved color capability," says Quine.

To enhance their relations with advertisers, some newspapers have sponsored yearly contests to reward creative efforts. One of the best-known is the eight-year-old Gute awards in Louisville, named for Johann Gutenberg, the inventor of moveable type.

Last year, the Houston Chronicle initiated ACE (Advertising Creative Excellence) awards with a flamboyant airport ceremony complete with stunt flying, lady astronauts and free plane rides.

Other papers sponsor workshops for local advertisers and agencies or potential clients, offering instruction in basic ad design as well as compliance with the newspaper's requirements. In 1984, the San Diego papers attracted more than 600 people to its biennial workshop.



This Fargo, N.D., ad used strawberry-scented ink and boosted sales tenfold.

Bringing the rewards for creative work closer to home, the Louisville papers last year inaugurated quarterly awards for their staff's own spec ads. Judged on how often they make it in print as well as on copy and graphic design, the program "is really working," says Leslie A. Alpers, manager of marketing and creative services.

One of 1985's most dramatic examples of "creative" effort initiated by a mid-size paper won one of 10 top awards at INAME's semiannual contest in July—an ad for strawberries done with strawberry-scented ink by The Forum in Fargo, N. D. (all-day, 56,962).

Instead of the usual 2,800 quarts of strawberries sold after a routine ad, 28,000 quarts were sold.

Posing the question of whether the staff members who cooked up the pink perfume "might have created a monster," Forum Editor Joe Dill wrote in a Sunday column: "It blows the mind to consider what we could do with the North Dakota State University Bison."

Improvement needed. In addition to such individual newspaper efforts, there are areas where some advertising and newspaper executives believe the newspaper industry as a whole could encourage more creativity. These include: widespread availability and consistency of color reproduction, more attention by editors to ad design and placement, and the use of computer graphics as a creative tool.

Studies consistently show that color enhances the effectiveness of newspaper advertising, and that color has the potential to increase advertising sales.

Yet past differences in quality from paper to paper have caused cautious and selective use of ROP color by agencies and advertisers, and many outside the newspaper business seem unaware of recent improvements and moves toward standardizing quality of color reproduction. (See story, p. 48.)

In a 1985 NAB survey of 400 agency officials and their clients, it was found that about two-thirds of their print advertising was in color, and respondents praised color as being far more effective than black-and-white ads in capturing attention, conveying prestige and creating impact.

Despite the fact that 87 percent of U.S. daily newspapers offer ROP color, half of the ad executives responding to NAB thought only 50 percent or less of the nation's dailies had ROP color capability. And while 80 percent-plus said more than half of magazines print good color, only 4 percent said more than half of newspapers did.

A significant step toward both establishment and enforcement of high-quality color came with the formation this year of Gannett's Four-Color Newspaper Network. The 156 participating papers—38 of which are owned by Gannett—must comply with strict quality control in order to participate in the one-order, one-bill service.

Another recent survey, this one by INAME of nearly 100 advertisers, found that almost 80 percent of those responding were planning to use ROP color more frequently, but that lack of color quality was their primary concern.

"The next step is to make our members aware of what customers want," says William F. Share, vice president of marketing at The Milwaukee Journal. "Then every publisher has got to decide what to do."

With regard to design, as sophisticated demographics laid the foundation for more special sections and targeted delivery, "creative placement" has become a key element in ad design. This is a step beyond putting an ad in a certain *section*; it means responding to more "creative" approaches to placement of advertising on the *page*.

"We are seeing a lot of interest in what is called the 'magazine environment,'" says Priscilla A. Waring, vice president of Gallup & Robinson, who presented her advice on improving newspaper ad creativity at Advertising Age magazine's Creativity Workshop in August. "Advertisers are trying to position themselves to take advantage of target audiences."

But old attitudes die hard.

Rankled by the refusal of several newspapers to consider a client's suggestion of three ads stepped diagonally across a page "because we never did it before," Jack P. Cohen, vice president and director of print/outdoor media buying for Doyle Dane Bernbach, comments: "When I hear that, I see stars." Even worse, he says, is another frequent answer: "If I did it for you we'd have to do it for others."

"What's wrong with that?" he asks.

In one effort associated with creative placement, NAB has launched a program to lure targeted advertising to ROP, primarily national accounts planning to run in one place consistently. For example, in June, Merrill Lynch began running ads on the bottom third of the New York Stock Exchange pages of 22 major dailies on "financial Tuesday"—the first day stock prices are posted after the weekend. This strategy is similar to that of the Marlboro ads now running on sports pages in 59 papers on "sports Monday"—the day after most important games are played.

The Merrill Lynch campaign was made possible only after the bureau engaged in considerable arm-twisting at newspapers, says Mac G. Morris, NAB vice president and national sales manager.

Annoyed at widespread reluctance to take a fresh look at established page formats, Morris says editors and publishers "have got to start looking at what the customer needs instead of what they need."

Gary Chapman, The Courier-Journal and The Louisville Times

Meier of The Courier-Journal and Louisville Times encourages use of a "dominant illustration."

"A lot of editors don't listen to ad directors. They tell them to 'go fly a kite,'" says Morris, who maintains "the editorial and the business departments are going to work together in the future."

Some news executives agree there should be more cooperation between advertising and editorial in design.

"It's a turf issue," says Richard A. Curtis, a former president of the Society of Newspaper Design. "News designers work for the newsroom, and any hint they are somehow interested in advertising taints them," says Curtis, managing editor/graphics and photography for USA Today, where such barriers were not established when the paper began three years ago.

Particularly at smaller papers, editors "are going to be told what spaces they have," says Louis Silverstein, retired former assistant managing editor of The New York Times and corporate art director of The New York Times Co. "They pour the editorial matter around the ads like ice tea around the ice cubes," he says.

"I think there is an awareness that (more cooperation) would be a good thing to do, but it's always down the road somewhere," says Robert B. Covey, art director of The Seattle Times. "It's a matter of making the commitment."

The third area where many see a need for improvement in newspapers' approach to the aesthetics of advertising—computer graphics—involves adding a new dimension to what has been primarily a production tool.

More than half of the nation's dailies now use some form of computer technology to generate ads, says Arthur M. Boudreau, ANPA manager of technical training. Few, however, have advanced beyond production uses," he adds.

"There's clearly going to be a significant impact (on creativity), but so far it hasn't been much," says Thomas G. Hagan, president of Camex Inc., one of the largest manufacturers of computer graphics equipment for newspapers. "As they (ad systems) get more and more refined, they get more appropriate for designers to use."

One newspaper group that successfully experimented with creative use of computers is the Journal Newspapers in suburban Washington, D.C. "Our people are far more creative than they've ever been," says Production Manager Kathy Hanley. The reason, she says, is that with cut-and-paste layout, "you didn't try things" because of the cost and time involved. Now, "if you want to try a reverse, you hit the button and see if you like it. If you don't, you can do it over in seconds."

Whether or not these further improvements— more color, more flexibility in placement, more computer design—are made, creativity will continue to be the "Holy Grail of advertising," says Tony Lunt, vice president/communications for the Association of National Advertisers.

As his members define creativity, he says, it is "something that creates sales and profits, which is not necessarily beautiful pictures and glowing words, but something that works." ☐

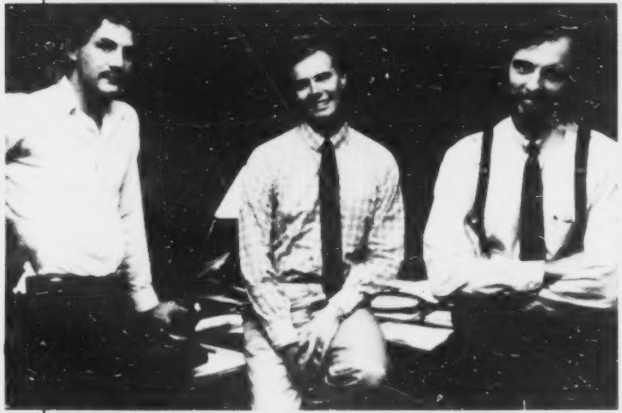
'A Bold Attempt at Something New'

The illusion is so real. A tropical forest in midtown Manhattan? No, it's Foote, Cone & Belding.

Behind the foliage at the entrance to that advertising agency are desks. And people. And work being done.

An art director whispers, "Sometimes there's not enough privacy. But when you're alone in here, it's really incredible. It's really wild. It's a bold attempt at something new."

Not every ad agency would convert a "creative" wing of a Park Avenue tower into a virtual metaphor of natural growth. Keith L. Reinhard, chairman and chief executive officer of Needham Harper Worldwide, says he never thought of forests, "but I have thought of sandboxes."



Coming up with ideas at Foote, Cone & Belding are (from left) Art Director Bob Funk, Olson and Littleford.

Lloyd Swickle

"There is something to be said for pace and enthusiasm in your work," he says, pointing to Needham's slogan: "We create the world's best advertising and have a glorious time doing it."

The excitement, the intensity, the playfulness, the raw energy of creative departments is legendary. Yet for all the surface antics, the work is deadly serious. And participants know it.

"Essentially, we are people who are hired by clients to come up with an idea which will show them off to the world," says Foote, Cone & Belding copywriter Kim Olson. Edward J. Littleford, FCB's deputy executive creative director, adds: "There is nothing indulgent about that message."

On the wall outside the creative forest are the three down-to-earth questions their agency asks of every ad: Is it unexpected? Is it relevant? Is it successfully executed?

In 1984, corporate America paid $87 billion for advertising, of which more than $36 billion was billed by ad agencies. More than 80 percent of the billings are from New York City agencies—most of them packed into one square mile of mid-town Manhattan.

Although newspaper "creatives" generally earn as much as reporters and less than ad salesmen, within agencies "creatives" form the elite. Not only is "creative" an agency's highest paid department, but salaries there rose twice as fast as those in other departments in 1984, according to Adweek magazine's annual survey.

Just who are these "creatives"? And what is this "creative process"?

Basically, creatives come in two forms: art directors and copywriters.

Because of the technical nature of their work, most art directors have some formal training, often as commercial artists who develop free-lance portfolios that ultimately lead to their being hired by agencies. Copywriters, as one creative director puts it, "come from God-knows-where."

Achieving the perfect harmony of verbal and visual communication, the work of "creatives" is highly collaborative. So is their position within the agency, where they must work with researchers, media buyers and account executives to determine and meet the needs of the client.

Although the union of artists and writers is often described as a "marriage," creatives and account executives work together "like the two sides of the brain," says Eric J. Zanot, associate professor of journalism at the University of Maryland.

"If creatives were left alone in an advertising agency, they would produce advertising that is exciting, inventive, aesthetically pleasing—but probably would not sell the product," he says. "If account people were left alone in an advertising agency, they would produce advertising that is directed at the right target audience, follows the right strategy—but be so dull nobody would buy the product."

Within this collaboration, "the key to the creative process is strategy," says John M. Keil, executive creative director at Dancer Fitzgerald Sample, another New York-based agency. Typically, a campaign begins with a "strategy statement," often only a few lines, which says basically: "Here is what the audience is, and this is what we want them to do."

From this point, "you must determine what you must make that prospect understand or feel or believe in order to accomplish your objective," says FCB Board Chairman John P. O'Toole. "[It's] simple but difficult to isolate that one piece of information—be it logical or emotional or both—that you have to get that person to accept and respond to."

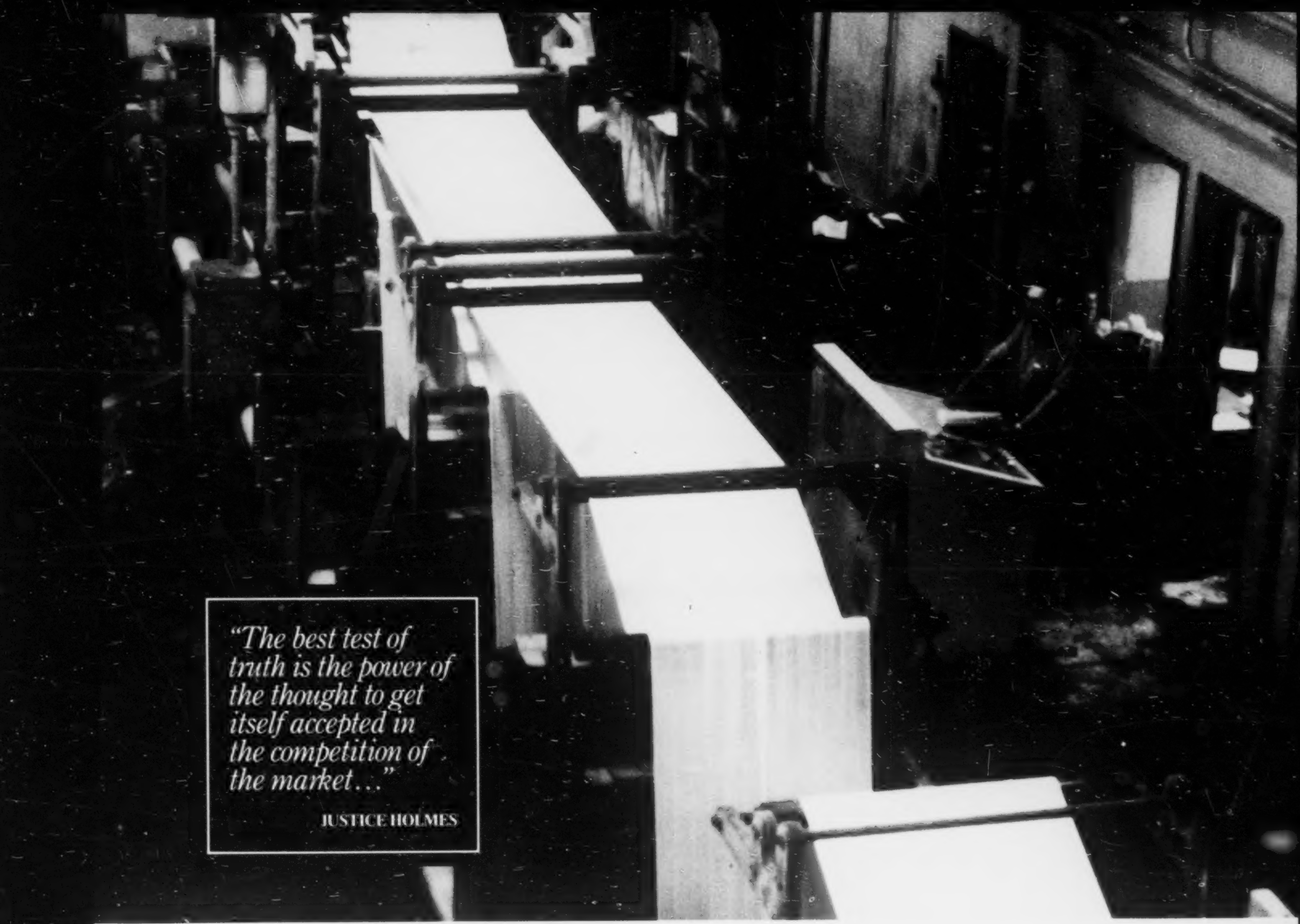
Although account people often produce the strategy, creatives are the people who find these ideas and develop symbolic presentations for a targeted audience.

Their "creative process," which some describe as "both orderly and disorderly," is "more predictable and controllable than people think it is," says FCB Creative Director Jackie End, who like many creatives has worked for a number of agencies—Young & Rubicam, Doyle Dane Bernbach, and Wells, Rich, Greene.

"There are two kinds of information," she says: "There is the information that you have from your studies, all down on paper—who buys this and how much money they make—and that's really good and valuable."

"Then I have other information that may appear to be intuitive, but it's not. It's just not quantitative. It's more specific and more human and probably more emotional. . . . And that's really the basis of creativity in our business—that ability to put yourself in somebody else's place and understand what they are looking for," she says. "If I'm trying to sell to you, I have to *become* you."

—Marcia Ruth



"The best test of truth is the power of the thought to get itself accepted in the competition of the market..."

JUSTICE HOLMES

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PROVIDING PROTECTION FOR THE PRESS

COMMUNITY SERVICE

Newspapers broaden projects in the public spirit

BY MARGARET GENOVESE
presstime staff writer

As the Chicago and North Western Railway Co. train traveled through the Iowa countryside in late September, it was met by crowds of supporters and high-school marching bands. No, it was not a political campaign train making whistle stops. It was The Des Moines Register's "FarmAid Express."

Not only did it take 500 Iowa farmers, farm-related business people and politicians to the FarmAid benefit concert at the University of Illinois, it also delivered the symbolic message to Register readers that the newspaper cares about the same things they care about—in this case, the plight of financially strapped American farmers.

The train trip was engineered by Register Editor James P. Gannon. "I think any time a newspaper can do something . . . that identifies itself with the interests and needs of its area and its people, it is a good thing to do," he says. "We don't need to stand aloof where we can show some caring and some leadership."

Newspapers have long been regarded as public-spirited institutions in many communities [presstime, March 1982, p. 49], but as the Des Moines example suggests, a number of them are reaching out in new directions with their community service programs.

A sampling of only about a dozen newspapers around the country shows the wide range of new programs and the high level of importance newspapers are giving their corporate-citizenship responsibility.

Gannon (center, in sweatshirt) surveys crowd greeting FarmAid Express in Marshalltown, Iowa.

FARM AID EXPRESS
Register

The Kansas City Star Co., for example, has significantly expanded its community service program in the last several years. "We have always been involved in the community," says Jeffrey S. Hall, vice president/marketing. "But, I think it is fair to say there were a lot of people who felt like we could do more."

In 1982, The Kansas City Star began its biggest community service project ever, "Project Warmth," in cooperation with Carrier Cares Inc., an organization of independent newspaper carriers. Cosponsored by a local TV station, the project seeks food, clothing, blankets and money for the needy in the Kansas City area.

For two weekends each year, Star carriers are stationed at drop sites to receive contributions. More than 59 tons of food, clothing and blankets were given to the cause, heavily promoted in the Star, in the first three years. The campaign also has received more than $1.3 million in cash donations, the majority of them returned in special envelopes inserted into a Sunday edition of The Star.

(The Star is by no means the only newspaper to put its distribution ability to work for the benefit of charity. Recently, The Tacoma [Wash.] News Tribune and The Commercial Appeal of Memphis inserted specially marked grocery bags into their editions to help local food banks in food collection drives.)

Other major community service projects recently launched by the Star Co. include "Project Literacy," in which readers are asked to contribute to a program to combat adult illiteracy [presstime Sept. 1985, p. 28]; "Excellence in Teaching," recognizing superior teachers; The Kansas City Star's "Scholar-Athlete Awards," honoring high-school seniors; and "Pride in Print," in which the newspaper company invites local advertising agencies and design studios to design ads reflecting the attributes of Kansas City, and then runs one of the ads each week on a full page of The Kansas City Star and of The Kansas City Times.

The increased involvement has benefited the newspaper company as well as the community, says Hall. "I think the employees feel better about the company because of our participation, and I also believe that the community, more and more each year, recognizes the fact that we are very actively involved in the betterment of Kansas City."

Reading the headlines. Newspapers looking for new community service ideas often find them in their own headlines. After the Dallas suburb of Plano, Texas, experienced a rash of teen suicides, the Dallas Times Herald conducted a "town forum" on the issue of adolescent suicide.

Cosponsored with Trailways Corp., the forum drew participants that included actor Peter Fonda, who talked about his mother's suicide and its effect on him; authorities in the field of suicidology; the lieutenant governor of New York, founder of the National Commission on Youth Suicide Prevention; and the mother of a teenager who had committed suicide. Will Jarrett, editor of the Times Herald, discussed the newspaper's coverage of teen suicide.

The newspaper plans to hold another forum this year, on teenage drug and alcohol abuse, says Barbara A. (Bobbie) Wallace, community relations manager.

Similarly, reports of a crisis in American education prompted The Providence Journal to add six new education-related community service projects last year, according to John E. Hazard, special projects coordinator. Rather than solicit readers' contributions, the newspaper financed all the projects itself, he says.

The newspaper's "Encouragement Fund" invites funding proposals from schools around the state for projects costing $100 or less. So far, the newspaper has given out about $10,000 in grants, enabling schools to do such things as buy computer programs and hire consultants.

Among the Journal's other new initiatives are an awards program honoring the senior in each high school in the state who has shown the most effort to excel academically, a "Question of the Month" quiz in which schools can win reference books, and a high school journalism competition.

The newspaper also has "adopted" an inner-city high school in Providence. It donated equipment, provided a scholarship, offered staff members to teach journalism, printed graduation programs and assisted the school in other ways.

The Journal became an example for other businesses, and today, 19 of the city's 28 public schools have been adopted, according to Hazard. "We've been a leader," he says, "and that's kind of nice."

Public education is not the only aspect of government getting a boost in newspapers' new community service campaigns. The Hartford Courant last year invited city departments to compile a "wish list" of projects they could not complete because of limited public funds. The newspaper published the 1,000-item list in a double-truck ad and asked readers to grant the wishes.

Do
Something

Hartford Courant campaign netted $50,000.

The "Do Something" campaign, similar to one conducted several years ago by The Baltimore Sun, netted $50,000 in goods and services. According to Sylvia H. Levy, public affairs manager, the campaign will be repeated in 1986, the city's 350th birthday.

The campaign also earned a first place award for the Courant in the "public relations/community service" classification of the International Newspaper Promotion Association Promotion Awards Competition.

In addition to the annual contest, cosponsored with Editor & Publisher magazine, INPA publishes a directory of newspaper community service projects. An updated version should be available next spring.

> *"I think there is less of the thinking that 'We've always done it this way,' or 'We've always done this event.' I think we are starting to . . . say, 'Is it doing what it should do for the community and the newspaper?'"*

Health kick and other trends. INPA President Scott C. Schurz says in the last decade he has seen newspapers move toward more health and safety related community service projects. The publisher of the Herald-Telephone in Bloomington, Ind., notes that his newspaper, for example, has sponsored an annual Spring Running Festival since 1976.

Certainly one of the biggest newspaper-sponsored athletic events is The Milwaukee Journal's "Al's Run," the third largest running race in the United States. In its first seven years, it raised more than $677,000 for the intensive care unit of Milwaukee Children's Hospital.

The run is only one of several major community events sponsored by The Journal Co. in recent years. In 1982, it began its "Rainbow Summer" program of free, outdoor concerts. The lunch-time concerts are held every workday during June, July and August at Milwaukee's Performing Arts Center.

The newspaper had sponsored other musical events in the past but nothing of that magnitude. "I think the trend is for newspapers to do fewer, more major projects and really have an impact," says Mary Riedel, promotion manager.

The Miami Herald is working to tailor more of its community service programs to distinct community segments, says Sam Verdeja, vice president, community relations. An example is the Calle Ocho festival. Begun eight years ago with the cosponsorship of the Kiwanis Club of Little Havana, the festival has attracted other local business sponsors and annually draws more than a million people. Verdeja calls it "probably the largest Hispanic event in the country.

Newspapers also are making a greater effort to evaluate their community service programs, says Mary Harris Weingart, assistant director of community and corporate services for The Arizona Republic and The Phoenix Gazette. "I think there is less of the thinking that 'We've always done it this way,' or 'We've always done this event," says Weingart. "I think we are starting to look at the event and say, 'Is it doing what it should do for the community and the newspaper?'"

The newspapers' community and corporate services staff now judges each project against a set of "public service criteria." It also has compiled all of the newspapers' community service projects into a booklet. Its title speaks for all newspapers and their community service efforts: "We're not just newspapers. We're neighbors." ☐

Newspapers Can Benefit From Product Loyalty

BY BURL OSBORNE

It is difficult to get very far into a discussion of reader retention without having a discussion about brand loyalty, or some euphemism more acceptable to purists that means the same thing.

The extent to which brand loyalty exists has much to do with the long-term prosperity, sometimes even the survival, of almost any product, whether it be soap or a newspaper.

Brand loyalty has figured in the success of mass-market products like Ivory soap or Kellogg's Corn Flakes, and upscale products such as Mercedes Benz automobiles and Rolex watches.

Coca-Cola placed its success in jeopardy by misreading or ignoring the lessons of its own brand loyalty and fooling around with a formula that wasn't broke and may not have needed fixing. However, because Coca-Cola responded quickly to outraged loyal customers, the company wound up with even more shelf space than it started with.

AT&T wasn't so lucky. Ma Bell lost its entire business because it allowed its customers to perceive the company as arrogant and unresponsive to their needs. Ma Bell, sitting on a monopoly, didn't nurture brand loyalty and managed to lose its franchise despite having the best telephone system in the entire world.

I would suggest that the newspaper business has the same opportunity as Ivory soap to develop brand loyalty, and the same opportunity as Ma Bell to lose the franchise.

Brand loyalty is equally vital for any newspaper, and there are at least three elements to achieving it.

The first of these is quality.

Quality alone will not develop reader loyalty, but it is the first requisite. Without quality, there can be no foundation for loyalty.

The quality of a newspaper, in the context of this discussion on reader retention, can be measured by two yardsticks—content and relevance.

Content of high quality embraces the characteristics of thoroughness, accuracy, fairness and balance. Quality content also has to do with coverage areas in which a newspaper excels. Just how good is it, in absolute terms, in comparison with its competition?

Quality of content also means the quality of reproduction. If newspaper reproduction, both color and black and white, doesn't compete with the quality of reproduction that readers see elsewhere, including in USA Today, it will be difficult to persuade them of our overall high quality.

Burl Osborne

Quality alone will not develop reader loyalty, but it is the first requisite.

The other ingredient, relevance, is more difficult to measure. Essentiality may be a better way of describing what I mean. A newspaper of high quality, if it wishes to develop loyal readers, needs to publish news and information that not only is important or interesting or "good for them." Readers must find every day in the newspapers something they will understand to be essential to them. They must not merely enjoy or like to have the paper; they have to *need* it to get through the day. Relevance means that readers must have a possessive feeling about the newspaper. They must think of it as "my" newspaper, even on those occasions when it is necessary to bring them news they don't want, or don't enjoy, but need.

Consistency. The second major building block for brand loyalty is consistency. We have to give readers expectations of what we will do for them, and then meet or exceed those expectations every day.

The level and thoroughness of coverage must be consistent. If we cover the world one day, and provide nothing outside the county the next, our readers will be confused and wander off. If we give readers the scores part of the time, we'd better be prepared to give them the scores all of the time. Decisions about levels of coverage need to be long-term. Putting something in one week and slipping it out the next won't fool the readers who cared, and if you are inconsistent they won't trust you again.

Consistency also has to do with the tone of the newspaper. A front page with only hard news headlines one day and only soft magazine features the next will just make readers wonder if we know who we are. One kind of logic on the editorial page one day and something opposite the next won't keep readers; it will cause them to dismiss us as irrelevant.

The tone that we transmit is very difficult to assess because it is the synthesis of a reader's impressions of many aspects of the newspaper, ranging from news and opinion, to the impact of the advertising, to circulation service—all over an extended period of time. If the newspaper's tone of voice is inconsistent, readers will notice and loyalty will waver.

Consistency means timeliness. Readers have to be able to anticipate not only the content and tone of voice of the newspaper; they have to know that it will be there when we promised it would be, every day.

That means there must be a production schedule that will permit the news department to get enough of the news in and also get the paper off the press in time to

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Osborne, president/editor of The Dallas Morning News, delivered these remarks at a recent meeting of the Readership Task Force, which is part of the Newspaper Advertising Bureau's Future of Advertising Committee.

get it delivered.

With more people going to work earlier in the morning, and with more television outlets providing more news later at night, the printing window will need to shrink from where it is.

This is leading to requirements for additional capital expenditures for additional press capacity, and equipment to speed the inserting process, in order to prevent the erosion of loyalty that comes with newspapers that either contain too little news or arrive too late to be relevant.

A consistent newspaper will have important features and elements in the same place every day, where readers can find them. The paper will be easy to read and easy to use. Classified won't be split into a dozen pieces to avoid going up four pages on a collect run. The obits will have a home. Comics won't move all over the paper.

A Litmus Test for Brand Loyalty

1. Has your newspaper's kick ratio—ratio of complaints to circulation—gone down in the past year?
2. Has your rate of "churn"—turnover among subscribers—gone down in the past year?
3. Do most of your customers call your newspaper "the paper" or "my paper?"
4. Is there at least one article or feature in your newspaper every day that readers *have* to have?
5. Do you have last night's scores in the paper, every day?
6. Do you know where the obits are in your paper today? Is that where they were yesterday?
7. Have you gotten out on time every day for the past two months?
8. Can a newcomer read your newspaper for a month and understand what your city is all about?
9. Has your newspaper published anything in the past week that specifically contributed to bringing ethnic minorities into the mainstream?
10. Are the people who complain about your newspaper at the country club almost *always* wrong? Really?

If all the answers were yes, take a bow. If some of them were no, it might be worth taking a look for some ways to build brand loyalty.

Research, service, packaging. The third major factor in developing brand loyalty is differentiation—the process of carving out a newspaper's special territory in the market and then protecting it from encroachment by others.

The foundation for differentiation is research. A newspaper needs to know who it is, who and what its competition is, who and what its market is, and most of all, who its customers are.

A newspaper needs to identify those franchise areas in which it holds or might achieve a competitive advantage that could be used to build loyalty.

Someone needs to figure out what the newspaper does better than any competitor, whether in obvious areas such as sports or business, or in others such as mix of features or columnists or quality of writing and editing. If there are no areas of potential superiority, then brand loyalty isn't immediately important. The first concern should be survival.

A major potential tool for differentiation is service. This is not just a concern of the circulation department. It is a concern of everyone in the newspaper. In our own case, we require a daily meeting of senior representatives of the circulation, advertising, production, news and promotion departments just to ensure that everyone knows what everyone else is doing, and that problems don't fester. This group discusses service every day.

Maintaining excellent service means the composing room must close on time, and the newspaper has to get out on time. It does no good to publish the best content in the world if it arrives too late to be read.

Service also means that newspapers must be ready with a constructive, problem-solving response to complaints.

We need to be confident that complaints about delivery, or billing, or news content, or advertising policies, or editorial views will be handled in a way that strengthens, rather than weakens, the bond with our readers. Most complainers call us because they have some hope of redress for their problem. That suggests at least a potential relationship with the newspaper, or they never would call at all. Taking the time to resolve a complaint fairly can convert a potential defector into a loyal reader.

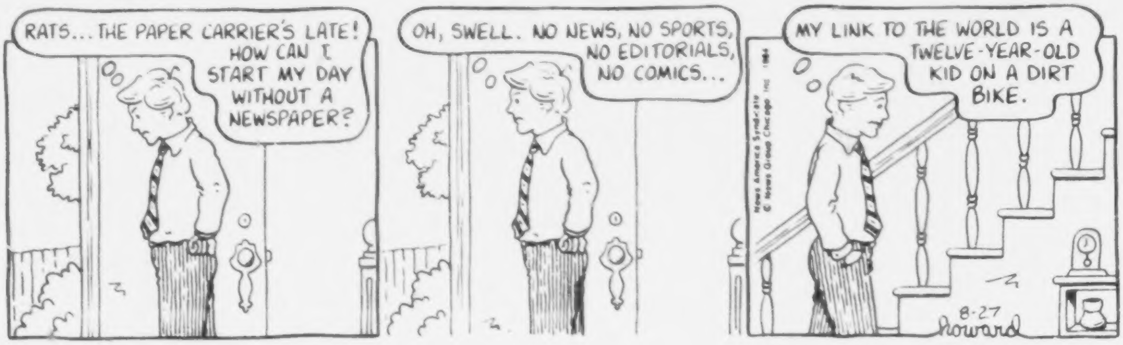
A newspaper that develops brand loyalty, like soap or corn flakes, will differentiate itself by excellent packaging.

That means it will not be edited for reporters or other editors or contest juries, but for readers. Its design and layout will meet the needs of readers, not the designer. That means attractive color and graphics and artwork will be used whenever they help readers understand the subject more quickly or more easily.

Packaging means the newspaper will be sectioned to suit readers, not production druthers; that obits will be where they belong and classified will be in one piece;

'Sally Forth'

By Greg Howard


RATS... THE PAPER CARRIER'S LATE! HOW CAN I START MY DAY WITHOUT A NEWSPAPER?
OH, SWELL. NO NEWS, NO SPORTS, NO EDITORIALS, NO COMICS...
News America Syndicate
© News Group Chicago Inc 1984
MY LINK TO THE WORLD IS A TWELVE-YEAR-OLD KID ON A DIRT BIKE.
8-27
Howard

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The Chatham Courier
Pact reached for sale of area papers
Six vie for Fair's 49th annual schoolgirl queen title
Register Star
Head-on crash unexplained
Pact reached for sale of area papers
Bulletin
Safety seat saves tot; 2nd crash injures 3

Raymond C. Kennedy and the Estate of Anna C. Kennedy have sold

The Hudson (NY) Register-Star
(Daily circulation 15,200)
and
The Chatham (NY) Courier
(Paid weekly circulation 6,800)

To Park Communications, Inc.

We are proud to have served as the broker for the Kennedy family interests in this transaction

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313-259-0080

OUR ABILITY TO HANDLE A DATA BASE OF 2,000,000 HOMES IS OPENING SOME EYES.

It's a surprise to some people in the newspaper industry that we offer a CIS system that handles over 2,000,000 subscriber homes.

We started Creative Data Systems seven years ago with a carefully planned development strategy. Each step was researched thoroughly, tested repeatedly, and proven. By starting small and working our way to a position as an industry leader, we've learned our lessons well.

The IBM System/38 has grown too, with capacities now equalling many main frame computers. That's why we can give you an integrated TMC data base system that works. One that handles 5,000 starts and stops per day, and billings for over 100,000 pre-pays. Our display advertising software handles over 30,000 advertisers.

Our powerful systems are designed to meet the needs of larger newspapers. If you want to talk with someone who understands the problems of larger papers and knows what you're looking for, give us a call.

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Suite 150
Overland Park,
Kansas 66210
913/451-4618

An IBM Value-Added Remarke

that indexing and summaries will be adequate; and that color will be used wisely even if, God forbid, it requires more work by all the departments involved.

Promotion, commitment. However good the research, however good the service, however strong the packaging, differentiation cannot succeed without good promotion.

We make our living in advertising. When the economy turns down, we tell advertisers that they need to advertise even more. Yet, the first thing *we* cut in a downturn is—you guessed it—our own promotional advertising.

We are supposed to be in the communications business, but we have trouble getting word from news to circulation to promotion—and to our readers and prospective readers—about the great things we are doing.

We ought to approach our newspaper the way brand managers in other fields approach their product: Give it its own marketing program and stick with it.

Brand loyalty is not built from one quarter to the next. If the commitment isn't for the long term, it isn't likely to succeed. Adding space to sports for three weeks and then taking it away won't pass the reader test for product improvement. Getting out on time one week and finishing late the next won't build anything but problems. Anyone who thinks one 13-week flight of television commercials is enough promotion for the year has missed the point.

Substantial dollars invested over time in reader retention are required to produce satisfactory profit retention into the distant future.

Trading off retention investment to achieve over-promised profits in the next quarter is just as risky as meeting the target by selling a press. The only difference is that you can watch the press being hauled away. Readers leave one at a time, quietly.

Now let's consider the good news.

We have a lot of offer: the raw information that readers need to get through the day, certainly the bad news but the good as well, some entertainment and an occasional chuckle, and the insight and understanding that permit them to fulfill their potential and meet their responsibilities as citizens in a democratic society.

We understand that. We know how important newspapers, our newspapers, are to citizens and to our society. We need to communicate that to readers. If we can, and if we deliver what we promise, I think it quite possible that readers will give us brand loyalty in return. ☐

Mike Hughes

Creativity in print is his specialty

BY MARCIA RUTH
presstime staff writer

Humorously portraying its own position in advertising, The Martin Agency in Richmond, Va., displays a familiar New Yorker cover in its lobby: Poster-size, midtown Manhattan is shown as the center of the world.

Richmond is not on the map.

Yet in "The Fan," a renovated section of the old Confederate capital surrounding an equestrian statue of Robert E. Lee, Martin's thrives as one of a growing number of ad agencies swimming successfully against two major tides—the location of more than 80 percent of large agency billings in New York City and the focus of major agencies on television.

At the heart of Martin's effort is its executive vice president and creative director, James R. (Mike) Hughes, a former newspaper reporter who has what he calls a "reverence" for print. His agency reflects that, with more than a third of its business in print, including nearly 20 percent in newspapers—twice the national agency average for newspaper billings.

"There are some messages with some emotions that work better, that seem to translate better into one medium or another," he says, "but I'm convinced that if the newspaper is in the hands of the audience you want to reach, you can tell that audience just about anything and get them to buy it."

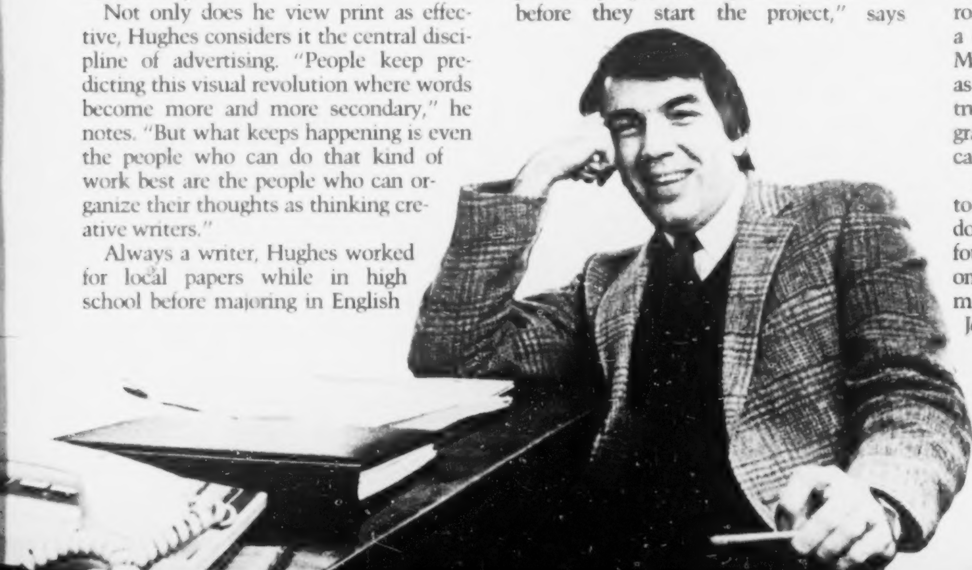
Not only does he view print as effective, Hughes considers it the central discipline of advertising. "People keep predicting this visual revolution where words become more and more secondary," he notes. "But what keeps happening is even the people who can do that kind of work best are the people who can organize their thoughts as thinking creative writers."

Always a writer, Hughes worked for local papers while in high school before majoring in English at Washington and Lee University in Lexington, Va. Then he became a reporter and copy editor at The Richmond News Leader. Turning down an offer to be assistant city editor at the News Leader and shifting his original intention to become a magazine feature writer, he followed his father's footsteps into advertising in 1971.

Hired by the Martin agency in 1978, Hughes has become known for combining an easy going personality with hard-driving talent. "You don't get a person that smart and that kind that often," says copywriter John Mahoney. "He completely lacks arrogance and intellectual pretense—and he could really have that. Most people in his position, they're in love with themselves."

The winner of more than 50 national and international creative awards, this 37-year-old newswriter-turned-copywriter is "too good to be true," says Martin Group Vice President W. Thomas Robinson. "What a guy like Hughes brings to (advertising) is the sensitivity that there are business objectives without lowering his (artistic) standards," Robinson says. "On the other hand, he is very tuned into the fact that the people who create it are artists, and a piece of their soul goes into their story boards."

Careful research is a hallmark of The Martin Agency founded in 1965. "We expect our people to be up to their ears in it before they start the project," says Hughes. So is respect for the creative work produced. "It's a hard thing for an industry to tell outsiders, but the plain truth is the best people will not work in your business if they have to worry about the research coming later," he says. "They want the research up front. They want to know what they're doing before they start."



This balance earns Hughes and his agency high praise from Thomas McElligott, creative director of Fallon McElligott Rice in Minneapolis. "There are a lot of products of bright research people and smart marketing people saying exactly the right things to the right market," he says. "The problem is it's often said without flair and freshness. On the other hand, there are agencies turning out fresh work that is not based on marketing research, and sometimes it works and sometimes it doesn't. The Martin Agency has both sides of the equation."

In pursuing his craft, "passion"—a word not often used in the business world—comes easily for Hughes. "I believe *passionately* in what I do," he says. "I am passionate and obnoxious about my belief that the guy reading the newspaper or watching TV is a thinking human being who appreciates the fact that you design what you present to him well."

"Fun" also enters his serious approaches to clients. "There are just too many success stories" to leave humor out of advertising, he says, standing in a room full of ads enticing readers with a smile.

"Blondes Prefer Gentlemen" was part of a campaign that increased sales for Virginia Gentleman bourbon while sales of bourbon in general went down.

In other hands, "only a few modes of transportation have proven themselves under the world's harshest conditions" could be a humorless introduction for railroad engines produced by Electro-Motive, a division of General Motors Corp. But Martin's campaign works through humor as well as information: In one double-truck ad, this headline runs under photographs of the GM product along with a camel, a burro and an elephant.

As with many ad campaigns, it is hard to trace specific impact on sales. "You don't read an ad for locomotives and order four over the phone," says Hughes. But one of this series was rated the second most read ad in an issue of The Wall Street Journal.

Taking life with the same sense of adventure with which he tackles advertising, Hughes is currently off to explore India for a month with his wife Ginny, an ad executive-turned-social worker, and their eight-year old son. ☐

Covering the U.S.A.

Visiting British journalist finds an ocean of difference in reporting on government here and at home. He says American officials are much more open.

BY LIONEL BARBER

After three months working as a British journalist in Washington, I have good news to report: Penetrating the federal bureaucracy is surprisingly easy.

Compared to my experience in London, where my inquiries often meet with evasion and obstruction, Washington bureaucrats were helpful, usually straightforward and above all open.

They have to be. So vigorous is the competition for the attention of journalists—among lobbyists, congressmen and other government officials—it is easy for an outsider to be overwhelmed. And while this torrent of views and information carries with it certain dangers, the American reporter attempting to discover what is going on inside the bureaucracy enjoys a position that, in my view, is privileged.

My first foray into the Washington bureaucracy came shortly after arriving at The Washington Post when one of my editors handed me a pile of photocopied documents, including several internal memoranda drawn up by officials of the Agency for International Development.

Until that day, I had never heard of AID, the federal agency that dispenses some $7.8-billion of foreign aid a year, mainly to Third World countries. But the briefing papers supplied by the Post's original source were so comprehensive that, within two hours, I was able to piece together a fundamental policy shift by the agency's top official, Peter McPherson.

The issue at stake was emotive and, by all accounts, sensitive: whether AID should fund "natural family-planning groups"—who are opposed to all forms of artificial contraception such as condoms, pills and spermicides—to propagate their preferred version of the "rhythm method" abroad, without reference to other forms of birth control.

The memoranda obtained by the Post documented meetings between McPherson and the natural family-planning groups, as well as correspondence between President Reagan's assistant for public liaison, Faith Ryan Whittlesey, and one of the leaders of the natural family-planning lobbyists, Mercedes Arzu Wilson.

Lionel Barber

My assignment was twofold: first, to explain why McPherson had agreed to break with a long-established AID tradition that all family-planning groups receiving federal money should offer couples a choice on birth-control methods; second, to establish whether rumors that the White House and Vice President George Bush had put pressure on McPherson were true.

Tracking the reasons behind McPherson's new policy favoring natural family-planning groups was relatively easy. The AID memoranda charted, in excruciating detail, McPherson's twists and turns as Wilson and other "pro-life," anti-abortion lobbyists pressed him to open up the agency's coffers.

The White House connection was to prove more difficult. But not impossible. After several phone calls to the natural family-planning lobbyists and elsewhere, I established that Wilson, accompanied by Rep. Henry J. Hyde (R.-Ill.), had met with Bush. This was subsequently confirmed by the Vice President's chief spokeswoman, Shirley Green, who also gave invaluable, on-the-record comments on Bush's views. One final, frank conversation with McPherson, and the story was wrapped up.

In Britain, the weapons available to breach the bureaucracy are frustratingly few in number.

This initial encounter with the bureaucracy shows how accessible officials are—and how willing they are to talk, provided the journalist is equipped with the right information. No doubt, I enjoyed an advantage in the AID story because my original material was so detailed. But over the next three months, I rarely found myself short of a quote or a document.

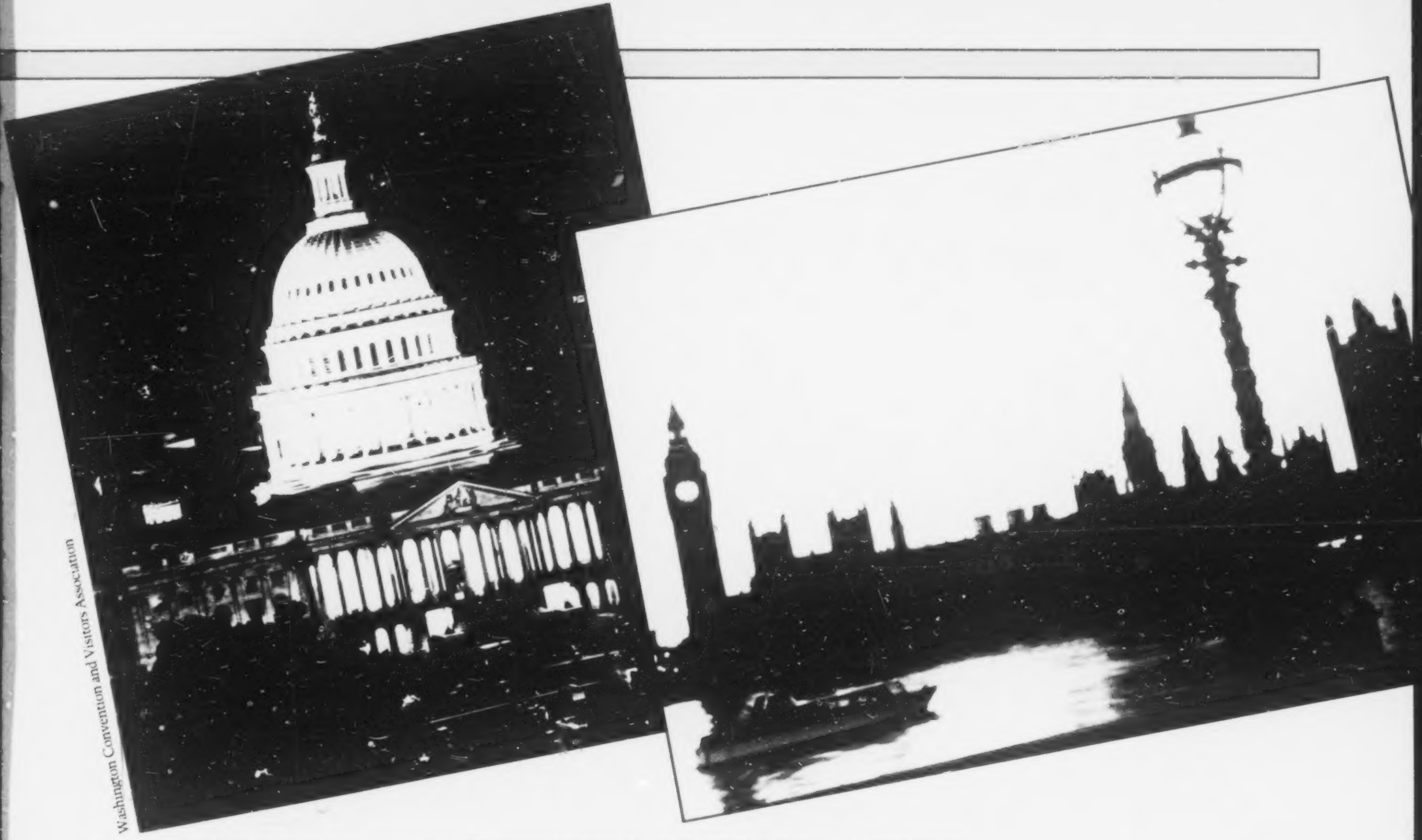
The dispersal of news in Washington reflects the amount of information that interested parties can commandeer from the federal government, an important difference from Britain where there is no Freedom of Information Act and no genuine tradition of using the press as a medium for informed political debate.

Closed channels. In Britain, the weapons available to breach the bureaucracy are frustratingly few in number. Those who "leak" information to the press risk at best their jobs, at worst prosecution under the Official Secrets Act, in force since 1911.

Another channel for government information—Parliament—is far less effective than Congress as an executive watchdog. This stems not only from important constitutional differences between the two countries, but also from availability of resources. A whole army of aides, staffers and researchers support Congress, while some members of Parliament can afford only a single secretary-cum-typist.

In my experience, the British journalist

Barber, a reporter on leave from The Financial Times of London, spent the summer at The Washington Post as Lawrence Stern Fellow. An adaptation of this article appeared in the Post.


Washington Convention and Visitors Association

For reporters, there are more than appearance differences between the Capitol (left) and Houses of Parliament.

is often better informed about pending policy moves in the government than the British MP, an absurd state of affairs that does the public a disservice and stifles debate—which is exactly what the politicians and supporting bureaucracy want.

As a journalist who used to cover Whitehall, the umbrella term for the British civil service, I had my most bruising encounters with the bureaucracy on issues of policy-making. Ask a British bureaucrat about a government policy in the making, and the shutters come down.

The problem for the reporter is compounded by the anonymity in which British policy-making is conducted. There is no equivalent of the Congressional Directory, which lists names and telephone numbers of senior administration officials. A quiet chat with, for example, a senior British Foreign Office official in charge of Far East Affairs is all but impossible. Most journalists would not know the diplomat's name, let alone his private line.

British officials like to remain impersonal, preserving the fiction that they are merely the servants of their politically elected masters and have next to no impact on policy. By hiding behind this screen of anonymity, they are able to reduce contact between journalists and the government to central press offices, thereby immediately diluting the information flow.

In Washington, by contrast, the relationship between officials and journalists is far more informal. One striking example is at the State Department, where journalists are allowed to eat side-by-side with officials in the department's canteen. But it goes far deeper.

One senior reporter at the Post who has covered a major U.S. department for several years described his reaction when an important contact switched jobs. Instead of kissing a good source goodbye, the reporter rang the new official and sought a meeting. "I explained to him what I expected of him, and what he could expect of me," said the reporter. "The idea was to build a relationship."

The more equal treatment meted out to the journalist in the United States imposes certain responsibilities, particularly when the American official speaks privately against the government line. "No fingerprints attached," was a phrase I learned to employ here when officials elected to speak freely about certain sensitive policy issues.

In Washington, the journalist is sucked into the political process and often becomes, willy-nilly, an active player.

There is a second, more subtle point. In Washington, the journalist is sucked into the political process often at such an early stage that he or she becomes, willy-nilly, an active player.

Lobbyists are well aware of this. By handing over government documents and providing top-class briefings for journalists, they hope to win them over to their cause.

The same applies to congressional sources who, while often impeccably informed, are also incorrigibly partisan.

On an emotive issue like federal aid for groups who oppose abortion and any form of contraception, this bias was particularly pronounced. Faced with a deluge of information from one side (those opposing AID's decision to fund natural family-planning groups because they claimed it infringed freedom of choice), and a defensive, anti-media posture by several natural family-planning groups, it is all too easy for the journalist to fall in with one group.

That is a risk in the information free-for-all in Washington. As an excuse for the secrecy, evasion and lack of access in London, it simply will not wash. ☐

Administration officials confer with publishers on press cards, labor policy

Brock (center) chats with Chairman Wilson (right) and committee member Charles S. Rowe of The Free Lance-Star, Fredericksburg, Va.

Presidential spokesman Larry M. Speakes has expressed a willingness to work with ANPA to try to resolve the Association's concern over procedures for White House accreditation of foreign journalists.

ANPA and the International Press Institute have complained to the White House about a requirement that foreign correspondents get a letter of introduction from their governments as a prerequisite to securing White House press credentials. The organizations say the policy amounts to licensing of foreign journalists by their own governments [presstime, March 1985, p. 49].

Answering questions at the ANPA Government Affairs Committee's semiannual meeting in Washington, D.C., Speakes, principal deputy press secretary, said he had discussed the accrediting matter with the White House legal staff. Although he indicated there still were legal and security questions to be answered, he told the audience of newspaper executives: "We'll work it out."

Following the meeting, Committee Chairman George W. Wilson, publisher of the Concord (N.H.) Monitor, said he was "encouraged to realize that Larry Speakes understands the issue" of foreign-journalist accreditation.

Wilson said he was also "glad that Don Regan had a chance to hear our concern"—a reference to White House Chief of Staff Donald T. Regan, who was on the same program and discussed national and international issues.

In a follow-up letter to Speakes, Wilson asked for a meeting with White House press, legal and security officers. "As you know, everyone wants to secure the safety of the President," he wrote. "But, we are confident that ways can be found to do so while not violating the principles for which the U.S. speaks so eloquently in international forums."

Since then, the White House legal office has been in touch with ANPA, and discussions on the matter were taking place in late October, according to Martin Casey, ANPA manager/government and international affairs.

Other speakers at the Government Affairs Committee meeting included Postmaster General Paul N. Carlin (see story, p. 45) and U.S. Labor Secretary William E. Brock.

Brock, addressing a joint luncheon that also included the Association's Human Resources Committee, said the Reagan administration does not support a House bill that would require companies employing 50 or more workers to give 90 days' notice of plant closings or mass layoffs.

The bill (HR 1616) was reported to the full House July 23 by the Education and Labor Committee. It had not gone to the floor for a vote by press time.

HR 1616 would require that notice be given to employees, unions (if any) and the Federal Mediation and Conciliation Service before a plant closing or before the layoff of at least 50 employees during a 30-day span.

In other developments during the Sept. 26-27 ANPA committee meeting:

- Members of the committee's First Amendment/Freedom of Information Working Group met with Senate Judiciary Committee Chairman Strom Thurmond (R-S.C.) to explain their opposition to S 150, a bill pending in his committee to amend the Freedom of Information Act.
- ANPA staff explained the state legislative issue-tracking system being developed by the Association using word-processing equipment. It contains constantly updated developments in the areas of VDT regulation, state taxes, and advertising for alcoholic beverages, lotteries and legal notices. Information on other issues will be added.

At this time, use of the database is limited to ANPA staff. The Association hopes eventually to provide direct computer access via telephone lines for members of the Government Affairs Committee and others. ☐

Regan (left), Speakes listen to questions.

Two FCC members denounce cross-ownership restrictions

Is momentum gathering for a change in federal regulations that ban cross-ownership of a newspaper and broadcast station in the same market?

At the Federal Communications Commission, which administers the rules, two of the present four commissioners have indicated they believe the rules have not always performed as intended. The ban on cross-ownership is intended to promote diversity in sources of information within one market.

Commissioner James H. Quello and FCC Chairman Mark S. Fowler have linked the deaths of several metropolitan dailies to cross-ownership rules.

Quello said recently that if "someone wanted to propose a [different] rule and back it up with persuasive arguments, it's possible this commission would consider it."

However, U.S. Rep. Timothy E. Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, made it clear in a recent letter to Fowler that he favors retention of the rules and is concerned about the FCC's recent approach toward temporary waivers.

Quello, asked if present cross-ownership rules have encouraged diversity, said there are "some cases in the past where it hasn't." As examples, he cited the Boston Herald-Traveler, The Washington Star and The Bulletin of Philadelphia—all newspapers once owned together with television stations and all newspapers that are no longer published.

Quello said no one has compiled a record linking the deaths of the newspapers with their separation from TV revenues. However, he maintained the newspapers' deaths were the "end result" in every case.

Fowler made similar connections earlier in a speech Sept. 24 to the International Radio and Television Society.

"For years, indeed, until this very day, the FCC has taken a dim view of allowing a newspaper to own a broadcast outlet in the same market," Fowler said. "No matter what the circumstances, no matter what the consequences, the FCC had an answer to such cross-ownership situations. And the answer was, 'No.'

"Well, tell 'No' to the people of Boston, for whom the daily paper, the Boston Herald-Traveler, is no more, a casualty of this policy. And tell 'No' to the folks in Washington when we said that Albritton Communications couldn't own a TV station and run a newspaper. After a slow and expensive illness, The Washington Star twinkles no more."

In his Oct. 3 letter to Fowler, Wirth said the cross-ownership rules are "absolutely necessary to foster the robust marketplace of ideas envisioned by the First Amendment. For a local broadcaster to own a local newspaper or cable system would fundamentally undermine these very basic policy goals."

Wirth said he was concerned about the "casual attitude that seems to be developing within the industry, and at the commission," with respect to requests for temporary waivers of the cross-ownership rules.

"I recognize that there may be certain circumstances where the transfer of a broadcast license might require a temporary waiver of a very limited duration in order to avoid a severe business dislocation that could adversely affect the availability of information sources in a local market," Wirth said.

"However, the mere claim, without more, of a 'distress sale' resulting from voluntarily entering into the acquisition of a media property should never be a sufficient basis for the commission to grant a temporary waiver of even a few months."

Pending before the FCC is a request for a temporary waiver from K. Rupert Murdoch to permit him to own newspaper and broadcast stations in Chicago and New York City for two years. On Oct. 4, the commission granted the request of the Tribune Co. of Chicago for a temporary waiver to allow it to retain for 18 months newspaper, television and cable properties in the Los Angeles area [presstime, Sept. 1985, p. 61]. ☐

Correction

In the September issue of presstime (p. 35), Edward Toliopoulous was misidentified as purchasing agent for Ryco Graphic Manufacturing Inc. He is purchasing agent for Rycoline Products Inc., sales representative for Ryco Graphic Manufacturing. Presstime regrets the error. ☐

Appeals court upholds federal standard on hearing conservation

Newspapers should review their hearing conservation programs to make sure they are in full compliance with federal standards, advises Richard W. Neergaard, ANPA manager/environmental services.

Neergaard made the recomendation following the Sept. 23 ruling of the 4th U.S. Circuit Court of Appeals upholding the Occupational Safety and Health Administration's hearing-conservation amendment to its noise exposure standard. That amendment requires employers to monitor their employees' noise exposure and institute a hearing conservation program if exposure exceeds an eight-hour, time-weighted average of 85 decibels.

In November 1984, a three-judge panel of the appeals court declared the amendment invalid, saying OSHA had exceeded its authority because the amendment requires employers to assume responsibility for hearing losses that may not be related to the workplace [presstime, Dec. 1984, p. 34].

In its recent decision, the full appeals court reversed that ruling. It said OSHA acted within its authority in promulgating the amendment and found "simply no merit" to the argument that the amendment seeks to regulate non-occupational hearing loss.

OSHA had suspended enforcement of the amendment after the panel's ruling, but the agency reinstated it when the full appeals court accepted the case.

To help newspapers to review their programs, ANPA has developed a "Hearing Conservation Program Checklist." It contains information on the federal requirements for noise exposure monitoring, employee audiometric testing, hearing protection, training and record-keeping.

Although there is no provision in the amendment for annual noise-exposure monitoring, Neergaard said newspapers that have had "significant changes" in production that might affect noise levels or duration of exposure—such as increasing circulation by a substantial amount or adding press units—should have new exposure monitoring done.

Newspapers that have questions about the requirements or that want copies of the checklist should contact Ellen F. Walaski, ANPA industrial hygienist, at The Newspaper Center, Reston, Va. ☐

'Hazard communication' standard to take effect

Beginning Nov. 25, chemical manufacturers must be in compliance with the federal Occupational Safety and Health Administration's "hazard communication" standard.

This means newspaper employees may begin seeing—if they haven't already—materials coming into the newspaper plant bearing new hazard warning labels.

According to ANPA environmental experts, examples may be inks, solvents and photographic chemicals. Warnings, they say, could include: "Flammable—Avoid Heat"; "Use Goggles"; "Avoid Skin Contact—Use Gloves." And inks made with untreated oils would have to carry a cancer-warning label [presstime, Oct. 1985, p. 40].

As users of these materials, newspapers have until May 25, 1986, to comply with the standard. This will require them to implement hazard communication programs, including compiling "material safety data sheets" on the products and training employees in the products' use.

In October, ANPA mailed copies of a Hazard Communication Standard Compliance Package, or "Hazpak," to member newspapers to help them develop their programs [presstime, Sept. 1985, p. 35].

As they plan their hazard communication programs, newspapers should be aware that more than production personnel may be affected, advised Richard W. Neergaard, ANPA manager/environmental services.

For instance, he said, some copying machine chemicals may be covered under the standard. Therefore, if a newsroom employee is in charge of pouring the chemicals into the machine, that employee will have to be included in the hazard communication program. Other non-production employees that may be covered include those in the art and maintenance departments, he said.

Neergaard noted that products purchased at retail for newspaper operations also may contain warnings. Retail establishments may not have material safety data sheets available on the products, in which case newspapers will have to request them from the manufacturer, he said. □

COURTS

Oklahoma liquor ad ban clears federal court

A federal judge has ruled that Oklahoma's ban on the advertising of alcoholic beverages does not violate the First Amendment.

The Oklahoma Press Association and the Oklahoma Broadcasters Association challenged the ban in a suit against Richard A. Crisp, director of the state's former Alcoholic Beverage Control Board.

In granting Crisp's motion for partial summary judgment, U.S. District Judge Lee R. West said he based his ruling on a 1983 decision by the 10th U.S. Circuit Court of Appeals that the prohibition was a valid restriction on commercial speech.

A hearing will be held Nov. 18 before West on the organizations' claim that the ban violates the 14th Amendment.

In a related matter, Oklahoma Attorney General Michael C. Turpen said a printing plant in the state may print and bind a national publication that contains liquor advertising without violating the state's ban on alcoholic beverage advertising.

The opinion was requested on behalf of Dow Jones & Co., which plans to build a satellite printing plant for The Wall Street Journal in Oklahoma City [presstime, Aug. 1985, p. 37]. Dow Jones has asked an Oklahoma court to rule on the matter. □

Supreme Court accepts access, ad cases

In the first month of its new term, the U.S. Supreme Court agreed to hear two cases of interest to the press and refused a third.

Accepted for review were:

- *Press-Enterprise Co. v. the Superior Court of Riverside County, Calif.*, which raises the question of whether there is a constitutional right of access to records from certain pretrial criminal proceedings [presstime, Oct. 1985, p. 42]
- *Posadas de Puerto Rico Associates v. Tourism Co. of Puerto Rico*, which questions the constitutionality of a Puerto Rican law prohibiting advertising by gambling casinos.

Turned down was *Chicago Tribune v. Department of Revenue of the State of Illinois*, which questioned whether an Illinois use tax violates the First Amendment. □

COURT BRIEFS

- Press groups asked the full U.S. Court of Appeals, District of Columbia Circuit, to rehear a case in which a three-judge panel ruled there is no First Amendment right of **public access to court records in civil cases** prior to a trial's completion and issuance of a final judgment.

The Reporters Committee for Freedom of the Press and four reporters had appealed a U.S. District Court order sealing documents furnished by Mobil Oil Corp. in the libel suit brought by former Mobil Oil President William P. Tavoulareas against The Washington Post.

- A federal jury in Baltimore Oct. 17 found former naval intelligence analyst Samuel L. Morison **guilty of espionage and theft** for selling classified satellite photographs to a British military magazine [presstime, April 1985, p. 21].

- Executive Editor William A. Hilliard was **sentenced to jail for contempt of court** Oct. 7 after The Oregonian of Portland refused to comply with subpoenas for unpublished photographs.

Multnomah County District Judge Robert L. Kirkman subsequently stayed the sentence and $300 fine pending the newspaper's appeal to the Oregon Court of Appeals. It will be the first appellate decision in Oregon interpreting the state's shield law, according to Stephen S. Walters, attorney for the newspaper.

- A four-judge panel of the Appellate Division of the New York State Supreme Court Oct. 9 permanently lifted a court order barring a reporter from the New York Daily News from writing additional stories based on secret grand jury records that were mistakenly placed in a public file.

Acting Supreme Court Justice Luigi R. Marano had issued the **gag order** after reporter Daniel Hays wrote a story based on the grand jury documents even though Marano warned him not to.

LEGISLATION

Newspaper industry offers cautionary words on ad, tax bills

ANPA submitted comments to three congressional panels in October expressing concern over bills that would:

- Require rotating health warning messages in advertising for smokeless tobacco products
- Require aspirin advertising to contain a warning about a possible link between aspirin and Reye's Syndrome, a childhood disease
- Impose a type of "value-added tax" on manufacturers to support clean-up of toxic waste dumps.

A bill requiring health warnings in the tobacco ads was approved Oct. 23 by the House Subcommittee on Health and the Environment. A similar bill was expected to be considered in late October by the Senate Committee on Labor and Human Resources. ANPA, which has commented to Congress before on the matter, warned that the bills raise "severe First Amendment problems" [presstime, Sept. 1985, p. 36].

The House bill would require three specific warning messages to appear, on a rotating basis, in a circle-and-arrow format on packages and ads for the product. The measure now goes to the full Energy and Commerce Committee.

Although the subcommittee retained the advertising provisions of the tobacco bill, it rejected a bill that would have required aspirin advertising to carry a message warning of Reye's syndrome. Instead, it approved a bill requiring warning labels only on aspirin-containing products themselves.

ANPA and the Magazine Publishers Association had expressed concern about the original bill last March [presstime, May 1985, p. 42] and repeated it in letters to subcommittee members just prior to their consideration of the legislation.

In the other legislative activity drawing ANPA's concern, the House Ways and Means Committee Oct. 23 approved a bill to fund the so-called Superfund toxic waste cleanup effort. ANPA said it is against the value-added tax included in the bill.

The tax, also part of the Senate-passed version, would be imposed on the value of manufactured, tangible personal property minus the cost of materials used in the products.

IAPA issues mixed reports

Good news and bad news emerged from the 41st General Assembly of the Inter American Press Association in Cartagena, Colombia, Oct. 14-17.

"There are few encouraging signs that the dicatorships are relaxing press restrictions. However, there are now fewer such dictatorships," concluded a report issued by the association at the close of its meeting, which was attended by more than 300 delegates.

Considered an example of improvement was the leveling of a criminal charge against a former Brazilian government official accusing him of murdering a journalist during the recently deposed military regime.

"In the past and even yet, some Latin Americans say, assassinations of reporters or editors would have gone all but unnoticed and quickly forgotten by other than friends and families of the victims," IAPA reported. "Now, in more and more countries, justice is being done, even when government officials are accused of a crime."

Despite such political improvements, the report noted that "the most widespread threats against the independent media appear to be economic in nature."

Cited among these economic threats were: "intolerable" import duties on newsprint and other items [presstime, Aug. 1985, p. 12] and the selective purchase of advertising by governments. This is particularly relevant in countries with little private enterprise, where in some cases governments control more than three-quarters of the economy.

"We all know that what we stand for is that the power of the state should not be used to influence the press," said Edward Seaton, chairman of IAPA's Executive Committee. "But what we haven't come up with is a formula governments ought to adopt."

Seaton, who is publisher and editor in chief of The Manhattan (Kan.) Mercury, said, "U.S. publishers and editors are just beginning to understand how important this (economic censorship) is in Latin America."

Red Cross starts journalists' hotline

The International Committee of the Red Cross has opened a hotline to assist journalists whose lives are thought to be in danger.

The concept, originally proposed at a meeting of journalists from 16 international and regional media associations, became a reality Oct. 21 [presstime, June 1985, p. 58]

In a departure from previous Red Cross procedure, in which the organization responded only to family requests to locate missing or visit imprisoned people, the organization will accept inquiries from national, international and regional organizations and employers of journalists missing or believed to be in danger.

The Switzerland-based Red Cross will attempt to locate such journalists, visit them, and facilitate contact with their families and news organizations. Traditionally, the Red Cross petitions for the release of imprisoned people only for medical reasons.

Requests for Red Cross assistance on the hotline should include the journalist's date and place of birth, and religious preference, as well as infomation about the circumstances surrounding the disappearance or detention and about other groups that have been contacted.

The "hotline" can be reached three ways:

- Telephone—41-22-346001
- Telex—CICR 22269
- Mail—ICRC, Press Division Hotline, 17 Avenue de la Paix, CH-1202 Geneva, Switzerland.

Body of Phoenix reporter not yet recovered

The body of a U.S. reporter killed in Afghanistan Sept. 19 has not been recovered. According to Richard Robertson, city editor of The Arizona Republic, retrieval is hampered by heavy fighting in the area.

Charles Thornton, a medical writer for the Phoenix daily newspaper, was on assignment to write about medical volunteers in Afghanistan when the truck in which he and about a dozen others were traveling was hit, apparently by Soviet forces.

Peter Schlueter, a photographer accompanying Thornton, has returned to work at the Republic.

Free paper rebuffed on 2nd-class

ANPA Postal Committee Chairman Sandra C. Hardy of Calkins Newspapers discusses mail issues at committee meeting Oct. 8-9 in Washington, D.C., with Gregg K. Jones (right) of Greeneville (Tenn.) Sun and Walter E. Duka, assistant postmaster general for international postal affairs.

A constitutional challenge to rules prohibiting free newspapers from using second-class, in-county rates has been thwarted by the 6th U.S. Circuit Court of Appeals.

The court, without ruling on the merits, sent the case back to U.S. District Court with orders to dismiss.

The Enterprise, a free weekly in Winchester, Tenn., had filed suit against the U.S. Postal Service rules in question. The newspaper said the only difference between it and most other weeklies is circulation pricing [**presstime**, Sept. 1985, p. 6]. Free papers distributed by mail are required to use third-class service, which generally is more expensive than in-county, second-class rates.

A federal district judge had ruled in favor of The Enterprise. He ordered USPS to repay the newspaper $77,356 in "excess postage."

But in siding with the Postal Service, the 6th Circuit ruled the District Court did not have jurisdiction. Rather, the court said, the matter should have been raised first in the "agency" or regulatory arena, where rate cases and classification questions are addressed. Appeals from that process, involving the USPS Board of Governors and the Postal Rate Commission, are supposed to go to a Court of Appeals, it said—not the District Court.

The appeals court said that in passing the 1970 Postal Reorganization Act, Congress intended "constitutional questions such as those asserted here should be raised initially at the agency level followed by review of the agency's classification decision in the courts of appeals."

Ron Bailey, publisher of The Enterprise, disagrees. Constitutional questions, he said, should be resolved by the courts, not through the regulatory process. In late October his newspaper was considering several options in response to the decision.

One possible action for The Enterprise is filing a complaint with the rate commission. The commission already is hearing one of three other pending cases in which free newspapers have protested their being ineligible for in-county, second-class rates. The other two cases are pending in the courts.

The case before the rate commission was filed by Tri-Parish Journal Inc., parent company of the free River Parishes Sun of LaPlace, La. The Journal first filed suit in U.S. District Court, but the court sent the case to the commission. The court retained jurisdiction, however, and said it will address the issues if the rate commission does not resolve them soon.

A new round of briefs was filed in the case in mid-October. ANPA restated its position that the paid-subscriber rule is the best way to keep government out of the business of deciding what is a legitimate newspaper.

ANPA argued that if free publications were given the rights to use in-county rates, which are subsidized by Congress, the rate commission "would be engaging in *de facto* postal appropriations. . . . By admitting to the in-county rate a mailer the Postal Service has not contemplated including in its budget figures, but will have to include retroactively in a reconciled appropriation, the commission will upset the existing appropriation and rate structure."

Also, ANPA criticized a Tri-Parish Journal proposal that postal authorities assign a panel of journalism "experts" to assist in determining whether a particular publication should be permitted to use in-county rates. Such a group would be made up of journalism professors, editors and publishers, the Louisiana company suggested. ANPA said such a scheme "presumably would require evaluative judgments of the news and information in a publication."

And for once ANPA and the direct-mail firm Advo-System Inc. wound up on the same side of a postal issue, although for different reasons.

Advo said the free papers should not be allowed to use in-county rates, but it cited the same arguments it uses in opposing newspapers' use of in-county rates for their total-market-coverage publications.

The second-class TMC issue is the subject of a separate complaint Advo has filed at the rate commission.

"Either practice, if permitted, would seriously and irrevocably undermine the integrity of the second-class mail privilege, to the detriment of those legitimate publications that need and deserve the benefits," the direct-mail firm said.

—C. David Rambo

3 nominated for USPS governor

President Reagan has nominated three people to serve on the 11-person U.S. Postal Service Board of Governors. Confirmation is expected before Congress recesses either late this month or in December.

The nominees are:

- Robert Setrakian of Washington, D.C., a businessman who until recently served on the Federal Maritime Commission, for a term expiring in December 1993
- Barry D. Schreiber of Miami, a lawyer and member of the Dade County Board of Commissioners, for a term expiring in December 1992
- James H.T. McConnell of Wilmington, Del., a lawyer, businessman and banker, for a term expiring in December 1989. ☐

Rate hike postponed; funding still unsettled

Uncertainty over "preferred" postal rates affecting second-class mail delivery of many newspapers continued in October. At least three major developments came into play.

First, the U.S. Postal Service delayed an increase in rates for in-county newspapers and for those with fewer than 5,000 copies mailed outside the county in which they are published. Current rates are expected to remain at least until Nov. 17.

Second, Congress adopted a "continuing resolution" providing stopgap funding until a final figure is determined.

Third, House and Senate conferees planned to meet in late October to decide the fiscal 1986 spending limit on "revenue forgone"—the federal subsidy for mail such as in-county newspapers and that of non-profit organizations. Of the total revenue forgone allocation, newspapers receive less than 10 percent. The conferees' decision could determine how much rates would increase this year.

And in another postal matter prompting publishers' concerns, several amendments have been attached to funding legislation that could severely limit use of in-county rates.

David F. Harris, secretary to the USPS Board of Governors, said the reason the second-class rates did not go up Oct. 1 was that Congress allocated more money than expected in a stopgap funding measure for continued postal operations until the 1986 budget figure is finalized.

The governors in September had expected Congress to allocate $749 million in a "continuing resolution." That would have necessitated an immediate increase in rates from step 14 to step 16 on a 16-step scale that Congress established in 1970 [**presstime**, Oct. 1985, p. 44].

But in the end, Congress provided $785 million. Harris said the difference between that and what the governors had anticipated was enough to maintain step-14 rates until Nov. 17, "unless Congress does something" in the interim to change that course.

One thing Congress was expected to do was postpone implementation of any new rates—including the one that would kick in after Nov. 17—until Jan. 1. But that was undetermined at press time.

The next step in the process is for members of the House and Senate appropriations committees to agree on a spending limit for revenue forgone this year. The Senate has recommended $785 million, which would boost rates to the full step-16 level. The House has recommended about $922 million, which would cause only a one-step increase.

Meetings between House and Senate conferees were scheduled for late October.

For many newspapers, the prospect of higher rates is just one of several current worries over congressional action on the postal front. Some publishers are particularly concerned about amendments to funding bills that have been proposed. Among them are proposals:

- To limit use of in-county rates to those publications that circulate primarily in the county, or that have a total circulation of less than 10,000. The measure is designed to stop what some legislators believe are abuses of in-county mail rates by national magazines, including Playboy and Penthouse.
- To limit the use of in-county rates to the first 20,000 copies of any issue. This could cause big rate increases—possibly up to 100 percent—for newspapers that deliver large numbers of their copies through the mail. An example is The Journal Newspapers, a group of suburban dailies in the Washington, D.C., area.
- To limit use of in-county "sampling" provisions and raise rates for some total-market-coverage programs that use second-class mail. The proposal would base the number of allowable "sample" copies on the weight of in-county subscriber mail rather than on the weight of *all* subscriber mail, as regulations now permit.

Carlin insists there is no 'imminent rate filing'

Postmaster General Paul N. Carlin said the U.S. Postal Service is succeeding in efforts to reduce operating deficits, and he denounced rumors of "an imminent rate filing."

Carlin's remarks came Sept. 27 at a breakfast meeting with the ANPA Government Affairs Committee, where another USPS official, Don F. Allen, director of the Office of Rates, criticized newspapers' use of second-class mail for total-market-coverage publications.

Carlin said USPS intends to "stretch out the current rate cycle just as long as possible" despite a budget deficit of about $500 million for the fiscal year that ended Sept. 27. He would not specify a time when a new case may be filed.

The postmaster general said a recent pattern of Postal Service financial losses is coming to an end. In fact, USPS operated with a $7.2-million surplus in a recent four-week accounting period, he reported.

The Postal Service has set "a very realistic goal of breaking even financially in fiscal 1986," Carlin said. "We have a fighting chance of meeting that objective."

Another factor that may "ease the pressure on rates" is a nearly $1-billion loan the Postal Service is taking out for long-term financing of capital improvements such as new buildings. USPS previously used operating revenues to finance such projects. "That billion dollars will not be used to bail out our 1985 operating deficits," Carlin added.

A week and a half after Carlin's comments to the Government Affairs Committee, W. Terry Maguire, ANPA vice president/general counsel, noted at a meeting of the Association's Postal Committee that if USPS had collected separate third-class postage for detached labels—used heavily by Advo-System Inc. in its bulk mailing programs—the revenue would have amounted to about $1 billion. Maguire also noted that the USPS loan will add $1 billion to the national debt.

In his appearance before the ANPA group, Carlin took a diplomatic tack and turned the more controversial questions over to Allen, who was a bit more blunt.

First, Maguire asked why USPS originally sided with newspapers on the second-class TMC issue "and then caved in to Advo" after the direct-mail firm filed a complaint at the rate commission. Allen replied that USPS was "not responding to third-class mailers" and that the TMC products in question do not "really appear to be second issues" of a newspaper as allowed under second-class rules. He said the publications appear designed for "another purpose."

Second-class rates, particularly subsidized in-county rates, "quite clearly were not intended for this advertising thrust into the market," he said. Such sentiment has spilled over into Congress. (See story, this page.)

Later, Allen responded to ANPA opposition to the "free ride" given detached labels, saying they promote efficiency and lower cost for the Postal Service.

ANPA seeks 'conditions' in Computer III

As the Federal Communications Commission conducts a major policy review of rules affecting telephone companies, ANPA is preparing its argument on behalf of the newspaper business that "dominant" carriers must be subject to "certain conditions" to ensure competition.

It is all part of the intensifying debate over regulatory and judicial restraints on AT&T and the seven Bell regional companies.

The Bell regionals, with support from some government entities, are increasingly applying pressure to loosen some restraints the companies have lived with since the breakup of the U.S. telephone monopoly nearly two years ago [presstime, Oct. 1985, p. 47].

The FCC policy review, labeled Computer III, has been characterized by former FCC Chairman Richard E. Wiley, who represents ANPA in communications matters, as "a major upheaval in the structure of the telecommunications industry."

In its notice of rule-making, the commission has proposed two major changes.

First, the FCC would no longer require that the regionals and AT&T offer unregulated computer services and products through separate subsidiaries. This change would open new possibilities for vertical integration.

Second, the agency is proposing new criteria for deciding when services should be regulated. Essentially, the key elements would be whether a competitor has monopoly characteristics and a service is competitive.

As ANPA's position on Computer III was being discussed in late October, two core issues were being considered. One was the role of separate subsidiaries, which now provide a required means for regionals to offer certain new services. The second issue revolved around concerns about the potential for Bell transmission facilities and other resources, such as telephone subscriber lists, to provide unfair, competitive advantages.

The FCC extended the deadline for comments to Nov. 13.

While the Computer III review is getting under way at the FCC, business also is flourishing in another telecommunications arena—the court of Judge Harold H. Greene, who presided over the Bell monopoly's breakup and subsequent decisions about waivers from terms of the consent decree. Requests for line-of-business waivers go first to the Justice Department and then to Greene.

Bell regional companies are applying pressure to loosen regulatory and judicial restraints.

In comments filed with the department Oct. 7, ANPA questioned the plan of one regional, Bell Atlantic, to enter the direct-marketing business through a subsidiary. Noting that the Bell Atlantic plan describes a broad range of direct marketing activities, ANPA said, "The conduct of these activities could include prohibited information services."

Bell Atlantic's request also was opposed by Lee Enterprises Inc. of Davenport, Iowa, a media company that publishes 18 daily newspapers.

Lee and Bell Atlantic may be scrambling for telemarketing (telephone sales) business. Lee's recently formed Call-It Co. will provide information and telemarketing services, but Bell Atlantic's definition of direct marketing includes telemarketing also.

"Potential customers often are chary of signing up if the monopoly supplier of local transmission services appears ready to enter the field with unknown pricing options," Lee said in comments filed Oct. 8.

However, Bell Atlantic maintained in its waiver request that under its plan, "there is no possibility" the company could "use its monopoly power to impede competition in the direct-marketing industry." Bell also maintained the industry is highly competitive and can be entered easily.

Another waiver request that has attracted newspapers' attention comes from Southwestern Bell Corp., a Bell regional that wants to enter the advertising business through a subsidiary.

Broadly defining the business, Southwestern Bell in its Sept. 30 request listed activities that included "furnishing services for direct-mail advertising and compiling and selling mailing lists," as well as placing ads in media that include newspapers.

ANPA, in an Oct. 21 filing, said the plan "can be construed to include the provision of information services over monopoly telephone facilities."

—Barbara J. Friedman

TELECOMMUNICATIONS NOTES

- Viewdata Corp. and Scripps Howard plan to offer Pittsburgh residents a national videotex service paired with **electronically transmitted local news.**

Viewdata, owned by Knight-Ridder Newspapers Inc., operates the videotex service Viewtron. Scripps Howard owns The Pittsburgh Press. The joint venture is Viewdata's first partnership with a local newspaper to get under way. It is also Scripps Howard's debut in videotex.

The partnership expects to provide a package of Viewtron and local news on a trial basis early this month and to be fully operational in December.

A successful partnership in Pittsburgh would make Denver and Memphis, where Scripps Howard also owns dailies, likely sites for other joint ventures, the companies indicated.

- Courier Communications Corp., a subsidiary of the Courier-Journal and Louisville Times Co. is **combining public access videotex with coupons.**

The coupons come from printers attached to some terminals installed at welcome centers, state parks and other sites in Kentucky. The service, which is aimed at highway travelers, carries advertising.

- **Cowles Media Co.** launched a public-access videotex venture Oct. 7 with the installation of 15 terminals at high-foot-traffic locations in Minneapolis.

The service has signed 65 advertisers, including the Cowles' flagship newspaper, the Minneapolis Star and Tribune.

- The Washington Post Co. has agreed to **buy 53 cable systems** from Capital Cities Communications Inc. for $350 million. The systems have 350,000 subscribers in 15 Midwestern, Western and Southern states.

The systems are among the assets Capital Cities and ABC are selling in anticipation of the companies' $3.5-billion merger [presstime, April 1985, p. 11].

ribune

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Guide will help advertisers obtain quality reproduction

ANPA and Newspaper Advertising Bureau staffs are putting the finishing touches on the "Advertisers Guide to Quality Newspaper Reproduction," prepared by the Standards Subcommittee of the ANPA Technical Committee.

To be available early next year, the guide is a consolidated, revised and updated version of what has come to be known as "Reports 10 & 11"—ANPA's guidelines for the preparation of black-and-white and color materials for newspaper reproduction.

The new guide is considered an important step in the endeavor to attract more national advertising to newspapers and to improve the quality of advertising reproduction as a whole, according to newspaper executives.

The project is a joint effort between the American Association of Advertising Agencies and the newspaper industry. The Technical Committee approved the revisions to the guidelines at its September meeting, then sent them to NAB for design, layout and publication preparation.

"The book gives advertisers the basic requirements for achieving optimum quality in the reproduction of their ads in newspapers," said Charles R. Blevins, vice president/production for Gannett Co.

For black-and-white ads, the guide covers the proper materials to use, photographic techniques, halftone preparation, special effects, layout and typography.

A major change is the inclusion of Standard Advertising Units for sizing.

For color advertising, the guide discusses changes brought about by advances in color separation technology and ink chemistry. It offers suggestions on color photography and ways advertisers can maximize the impact of their color ads.

Regarding production, the guidelines cover typography, overprints, vignettes, reverses, dropouts, register marks, corrections, quality control, color proofs and sequence.

A key section of the guide lists standards developed to provide advertisers with exact specifications for materials to be submitted to newspapers. The standards address the requirements for both the offset and letterpress processes.

According to the newspaper executives involved, the new guide should encourage consistency in the materials advertisers provide newspapers, in communications between individual newspapers and advertisers, and in newspapers' reproduction quality.

Newspapers' preprints, ROP ads rate highly

A new, seven-market study bolsters newspapers' argument that advertising circulars are more effective when delivered as newspaper inserts than when delivered any other way.

The study also compared the effectiveness of ROP and newspaper inserts.

The research was conducted by Urban & Associates Inc. of Sharon, Mass., for The Times Mirror Co. of Los Angeles.

The first part of the study, comparing newspaper versus other means of delivering advertising circulars, concludes that "newspapers have a strong competitive advantange over direct mail and hand-delivery as the means by which advertisers can maximize the selling effectiveness of their circulars."

Among the key findings backing up that conclusion are that newspaper inserts are read by more adults—and read more frequently—than circulars delivered in any other way; that newspaper inserts are used more intensively than other inserts; and that adults prefer circulars inserted in the newspaper 2-to-1 over any other distribution system.

The study also noted that "only newspaper inserts appear to be used as a source of information for store-selection as well as product perusal."

In comparing ROP and newspaper inserts, the study found that "ROP appears to do a better job among the segment of shoppers who admit to being influenced by advertising."

It also concluded that "ROP and inserts are not substitutes for each other." Christine Urban, president of Urban & Associates, said "it would seem that consumers use circulars for product information and ROP when they want to make store decisions, perhaps closer in time to their actual shopping trip."

The two-phase study consisted of telephone interviews of 2,107 adults in seven markets, and 5,251 interviews with shoppers in those markets.

Analyst Morton sees relatively lackluster fourth quarter

Gains in advertising revenue at many newspapers are proving modest in the third quarter. And fourth-quarter prospects are dimming.

The reasons are many, but high on the list are shifts in the advertising mix and a strong fourth quarter in 1984 that will make comparisons with this year tough.

This was the gist of comments on advertising offered by newspaper analyst John Morton at the annual meeting of the International Newspaper Financial Executives in Dallas Oct. 20-23. About 500 people attended the meeting.

Morton, of the Washington, D.C., brokerage firm Lynch Jones & Ryan, said the numbers used in his analysis were gathered mainly from "the major publicly owned newspaper companies." But they included "results from certain private companies whose data we have access to on a confidential basis through consulting."

Linage grew in the third quarter, but "most companies were disappointed with what happened in July and August . . . and early results from September show little, if any, improvement," he said.

Prospects for the fourth quarter, Morton added, "are not as bright as they once appeared to be."

Advertising revenue in the fourth quarter will be measured against 1984's strong performance, when there were six more shopping days between Thanksgiving and Christmas. Morton said he is not willing to predict "a blockbuster Christmas" given "current evidence."

Changes in the advertising mix have also contributed to slower advertising revenue growth, Morton indicated. "Newspapers typically are selling more linage and getting less revenue from it per line," he said. The major reason is "the burgeoning growth of preprints," for which, Morton added later, rates have been flat or even dropped.

Another drag on revenue growth comes from some newspapers' aggressive discounting of run-of-paper advertising. Morton called the programs "an important step" in holding ROP advertising over the long run, but he said the move "really doesn't improve the linage-revenue equation" and "may make it worse."

Morton also discussed classified advertising. While still "one of the fastest-growing categories," he said, it has not shown "the extraordinary gains" of 1984.

Home videotex services are developing slowly, but business uses gain wide acceptance

BY CRAIG C. STANDEN

Last month I shared with you some of Charles Kinsolving's projections on the probable shape of the media business in 1995. Charlie is the Newspaper Advertising Bureau's vice president for marketing/new technology, and one of his jobs is to keep an eye on how new technologies might affect the future of our business.

This month I'd like to cover the outlook for home computers and telecommunications technology—and especially the marriage of these two technologies to create an electronic publishing industry that currently consists of electronic database services and videotex.

This is an area of particular importance to newspapers and newspaper people because daily newspapers collectively represent the largest database in the United States and because some of our profit centers—especially classified advertising—may be very vulnerable to this kind of electronic competition.

Certainly, the potential for large-scale electronic publishing is impressive. Today 14 percent of American homes have a personal computer. By 1995, that figure will be 34 percent. Most of these computers will be owned by families with relatively high personal incomes and high disposable incomes—the most desirable customers for any business. That represents a sizable potential market in itself.

In addition, there will almost certainly be continuing growth in demand for information databases in the business market for all kinds of industry. A survey of U.S. and Canadian businesses showed that nearly half of middle and top managers use computers on the job.

Companies that have learned to serve this market for business information, such as Mead Corp. with its Lexis and Nexis services, have found it highly profitable. And most of us in the newspaper business are aware of the way electronic database publishing of business information has transformed Reuters into a booming information company.

Many observers believe that as personal computer penetration grows in the home market, videotex will become the electronic information and transactional medium serving the home market.

So far, however, videotex and its allied technologies have received a lukewarm reception from consumers. The three commercial services serving the home market—Viewtron in South Florida (and gradually elsewhere), Gateway in Orange County, Calif., and Keyfax in Chicago—had less than 5,000 subscribers, well below original projections, the last time numbers were reported.

At the same time, the non-graphics information services, such as Dow Jones News Retrieval, The Source, and CompuServe, are meeting with wide acceptance in the business world, with approximately half a million subscribers already. So in terms of business services, videotex seems to have a bright future.

Many observers believe that as personal computer penetration grows in the home market, videotex will become the electronic information and transactional medium serving the home market.

But for consumers, these services are apparently too high-priced at present, involving as they do special equipment, telephone charges and a monthly subscription fee. The systems also have proved to be fairly difficult for consumers to use, and much of the information they supply is needed only occasionally by the average consumer and is frequently available through other, more traditional sources.

Of course, continuing improvements in technology will solve some of these problems, but Charlie believes the key to videotex's success lies in the development of services and applications that are so necessary, useful and convenient for the consumer that he or she will gladly pay for them. As examples, he cites home banking, shopping, and message sending and receiving.

Videotex will be helped by the large number of banks using automatic teller machines, which are rapidly acquainting the average consumer with the ease and convenience of computerized transactions. We're also seeing a rapid increase in public-access videotex, with terminals providing information on travel, entertainment and shopping springing up in shopping malls, hotels and airports all over the country. Again, they should help videotex's future by familiarizing millions with the idea of interactive communication via computers and video terminals.

Overall, videotex as a medium for information retrieval looks like a good idea for business users and an unpromising one for consumers, while such uses as shopping, banking, bill-paying and perhaps other transactional uses as-yet unforeseen hold the eventual possibility of developing into a viable business.

Some crystal-ball gazers expect that by 1995 videotex will be used in anywhere from 20 to 50 million U.S. homes and may generate as much as $13 billion yearly in revenues. Don't bet on it, says Charlie, who estimates that videotex will be used in 18 million U.S. homes.

Another outgrowth of the electronic publishing boom is teletext, a technology that allows subscribers to display text information on their home TV screens by using a special decoder. Teletext is limited because there is no interactivity. Its development in the United States has been hampered by the lack of an agreed-upon technical standard.

Consumers probably will not pay for the teletext decoder and a monthly access fee. Therefore, teletext will survive only if it is advertiser-supported and if the decoders are built into TV sets. Charlie believes that teletext cannot be successful if positioned as an information-retrieval service, but that it has potential as a medium for directory-type information such as movie listings and restaurant guides.

Charlie and his department will be keeping an eye on all these potential threats to our advertising and informational revenues, and I'll report his findings to you from time to time. ☐

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Laser diodes, infrared paper changing immagesetters

Two recent and related product introductions may augur the development of a new generation of high-resolution imagesetters—the devices that set both text and graphics.

Ultre Corp., a subsidiary of Xenotron Inc., introduced a photographic recording device with a resolution of 2,400 dots per inch that uses low-cost, laser diodes made of gallium arsenide as the film-exposing light source.

Also, Eastman Kodak Co. announced the availability of a new infrared-sensitive paper for imagesetters that is exposed by laser diodes.

According to newspaper experts, the announcements mean that newspapers will be able to upgrade their imagesetting technology to a simpler, more reliable and probably less expensive process.

"Low-cost, laser diodes should usher in a whole new era for computerized and digitally driven equipment in the graphic arts industry," predicted Thomas W. Frutiger, a director with Kodak's Graphics Imaging Systems Division. "Because they are so low-cost and compact, laser diodes will be used in many of the new typesetters, scanners, plotters and other equipment introduced in the future."

The advantages laser diodes offer mean the imagesetter that Ultre is marketing to other vendors and two models Xenotron is selling to newspapers are lighter and simpler in design than conventional imagesetters. And they are all less expensive.

According to Melville, N.Y.-based Ultre, its 72-pica-wide unit—without the necessary software to drive it—will cost about $15,000 each, significantly less than existing units.

The least expensive of Xenotron's two imagesetters, a 72-pica model, costs $54,100 with all the necessary software. Its top-of-the-line, 94-pica device—with an 80-megabyte disk drive, preview monitor, Xerox XP24 laser printer and 300 fonts—sells for $125,975.

Diodes are the size of a fingernail and cost about $50.

Kodak's new infrared phototypesetting paper, the company said, will cost about the same as standard paper and can be processed through conventional-film and rapid-access processors. The paper and film can be handled in a light-tight environment using a Kodak 7 (green) safelight. However, the company indicated that conventional phototypesetting paper processors using infrared sensors will have to be modified to accommodate the new paper and film.

Reportedly, the Kodak infrared paper has twice the resolution of conventional phototypesetting papers.

Besides Kodak, Japanese film maker Fuji has developed an infrared-sensitive paper that can be used in the imagesetter, according to several sources.

Newspaper executives have welcomed the news about these developments. Still, some wondered why it took so long to join the technologies of laser diodes and infrared paper, both of which have been around for quite a while.

According to Walter Hansen, vice president and general manager of Ultre, there are three reasons:

- Established vendors tend to be conservative in the introduction of new products. "The major suppliers of graphic arts equipment do not develop things quickly."
- Vendors tend to be suspicious of developing technologies. "Laser diodes have been an evolving technology. They've become a lot more reliable in the last year." Some vendors claim the newest generation of laser diodes have useful lives in excess of 200,000 hours, or beyond the technological life of the imagesetter.
- The film suppliers had to be sure there would be a market and product for a new film. "We worked very closely with Kodak on the development of this product."

Lasers are now common components of typesetters, imagesetters, color scanners, and facsimile reading and recording devices used by newspapers. Most of those currently used are argon or helium-neon gas lasers.

Argon lasers cost $5,000 to $15,000, which includes the costs of ancillary support equipment, while helium-neon lasers cost $400 to $900. Both have a useful life of about 10,000 hours. (See chart.)

Laser diodes are being used increasingly in a variety of devices such as laser printers and facsimile receivers. In contrast to the bulky gas (argon and helium-neon) lasers, laser diodes are solid-state devices made of gallium arsenide, a semiconductor like silicon. The diodes are the size of a fingernail and cost about $50 each, with their manufacturers predicting the price will decline to $6 each within a year.

Vendors have leaned toward using gas lasers because of their ability to expose conventional, existing emulsions. However, gas lasers are relatively expensive,

Comparison of lasers in use at newspapers

Lasers	Cost	Useful life (hours)	Film capability
Argon	$5,000-15,000	10,000	Wide variety
Helium-neon	$400-900	10,000	Red sensitive
Gallium arsenide	$30-50	20,000-100,000+	Infrared sensitive

complex and dependent on external modulation devices that control the laser beam and need to be recalibrated periodically. The recalibration of lasers and relatively frequent replacement of lasers and ancillary devices have been sources of aggravation for newspapers.

Kodak's Frutiger also notes that argon lasers "are not very efficient or long-lived." In addition, they require cooling equipment.

"It's not just the cost of the gas laser that is involved," said Frutiger, "it's also the cost of the power supply, the light source and the modulator. Laser diodes don't require an expensive, trouble-prone external modulator. Instead, they can be modulated directly, simply by varying the current supplied to them."

Some sources also said the development of laser diodes will make helium-neon lasers obsolete in graphic arts applications.

The consensus among prepress experts is that the Kodak-Xenotron announcements will pressure other vendors of imagesetters to develop similar products, and the Ultre output recorder is but the first of a parade of new generation imagesetters.

"Almost every future imagesetter is going to be a raster output device," predicted Tony DiPentima, president of Raster Graphics Inc., a Mount Kisco, N.Y. graphic arts vendor that will be marketing its own version of the Ultre imagesetter. "That's where everything is going."

The infrared-film and laser-diode technology is "going to put a lot of pressure on the existing CRT typesetter vendors," he said. "The simplicity of the device will mean lower cost, and that's going to put a lot of pressure on everybody."

—Paul Kruglinski

Book outlines press-drive standard

The newly revised American National Standard Institute's "Safety Specifications for Printing Press Drive Controls" is available in booklet form from the National Printing Equipment and Supply Association.

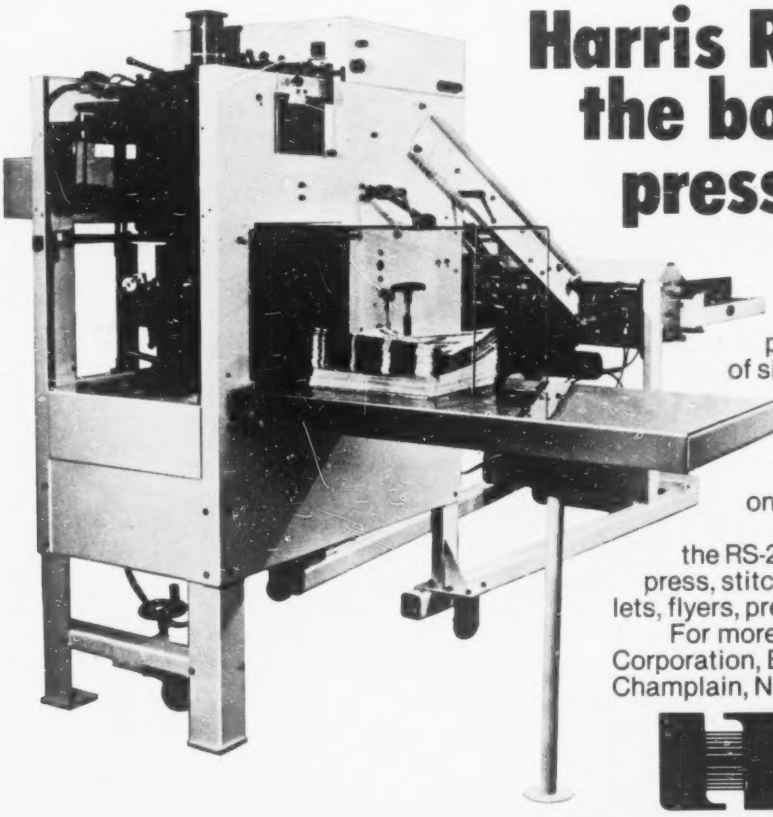
The voluntary standard provides a unified description of press-control buttons and how they function, and it incorporates technological advances made in the last few years in press controls.

However, the new standard, which took effect July 3, does not make obsolete the standard that was previously in effect, according to William D. Rinehart, ANPA vice president/technical.

Rinehart recommends that newspapers make the new standard or applicable parts of it a provision of press purchase contracts. The standard ensures that press control systems are uniform throughout the newspaper business.

ANPA was one of the contributors to the standard, which was promulgated by the American National Standards Institute Inc. [presstime, Sept. 1984, p. 59].

The book is available at a sliding-scale rate, beginning at $8 each for 1-10 copies, from the printing association's Member Services Department, 6849 Old Dominion Drive, Suite 200, McLean, Va. 22101. ☐



Harris RS-25 breaks the bottleneck at press delivery.

The RS-25 works directly inline with most standard press deliveries to produce counted, compressed, and compensated stacks of signatures, 4 to 96 pages, at rates up to 70,000 cycles per hour.

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Used inline with slitter/trimmers, the RS-25 produces stacks of glued-on-press, stitched-on-press, or unbound booklets, flyers, preprints, and other material.

For more information, write Harris Graphics Corporation, Bindery Systems Division, Champlain, NY 12919.

HARRIS GRAPHICS

TECHNOLOGY NOTES

- General Printing Ink and Flint Ink Corp. announced **higher prices for black letterpress and offset news ink** made with treated mineral oils and delivered in bulk [presstime, Oct. 1985, p. 40]. GPI's and Flint's black letterpress inks now cost 36 cents per pound, up 10 cents from the cost of ink made with untreated mineral oils. The new black offset inks are 47 cents per pound, up 8 cents.

Flint said the price for its low-rub black letterpress news ink is 52 cents, while the low-rub offset ink costs 63 cents.

- The **Newspaper Hardware Users Group**, or NEWHUG—a group of newspaper managers concerned with the installation, operation and maintenance of electronic, electrical and mechanical systems—has formally organized. Members recently established bylaws and elected officials.

For information about joining NEWHUG, contact Thomas J. Gengo, Houston Chronicle, P.O. Box 4260, Houston, Texas 77210; (713) 220-7980.

- Atex Inc., a supplier of front-end systems, has **signed a letter of intent** with AT&T to purchase computers, software and networking products for its Total Publishing Environment system.

The Bedford, Mass., company said the products will form the basis of the so-called "page production node" of its proposed pagination system.

- Ferag Inc. announced it will **expand its plant** in Bristol, Pa. The supplier of newspaper distribution systems said the addition will be 34,000 square feet in size.

- ECRM, a supplier of graphic scanners that also has headquarters in Bedford, Mass., has signed an **original-equipment-manufacturer agreement** with Autologic Inc. of Newbury Park, Calif., a supplier of prepress systems. Autologic will market ECRM's PelBox Raster Image Recorder, a high-resolution output scanner.

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Flexo continues to make gains at newspapers

The board of directors of Knight-Ridder Newspapers Inc. has approved the expansion of flexographic press programs at The Miami Herald and the Long Beach (Calif.) Press-Telegram. Knight-Ridder declined to reveal the amount of money committed to the expansion.

Ralph S. Roth

Currently, the Herald is running two M.A.N.-Roland flexo units with a color halfdeck; the Press-Telegram is running two Motter flexo units with a color halfdeck.

The expansion will add two units and a halfdeck to each of three letterpress lines at Miami and to the remaining letterpress line at Long Beach, said Ralph S. Roth, the company's vice president/production. The pages printed flexographically will effectively become front- and back-page "jackets" for the rest of the sections, which will be printed letterpress.

"We're through with the evaluation periods" to determine the practicality of printing newspapers flexographically, he said. "Now we're evaluating our investments."

Roth said the next logical step would be to add the same configuration of flexographic units to the last four letterpress lines at Miami, then start converting whole letterpress presses to flexography. However, he said this step will be taken only after existing problems with water-based inks and photopolymer plastic plates are solved.

Knight-Ridder is negotiating with both M.A.N.-Roland USA Inc. and Motter Printing Press Co. for the equipment. The installations could be completed by next summer, Roth said.

Also on the flexography front, The Washington Post, which was to have begun using its eight-unit Goss flexographic press to produce daily editions in September, has delayed taking that step because of problems in securing necessary platemaking equipment. The Post continues to use the press to print certain sections in advance [presstime, Aug. 1985, p. 52]. ☐

Publication delayed for color ink book

Publication of ANPA's new color ink book has been delayed.

Because of the federal "hazard communication" standard that takes effect Nov. 25, "All basic ink manufacturing ingredients are undergoing close scrutiny by the basic material producers as well as ink companies," said William D. Rinehart, vice president/technical of the Association.

"At this time, no one is certain which color pigments will be acceptable in the near future. Consequently, the Association will delay the printing of the new color ink book [presstime, Oct. 1985, p. 28] until at least the first quarter of 1986, to be certain the inks specified meet new federal requirements."

Because the current AdPro® and AD-LITHO™ inks do not contain heavy metal compounds, Rinehart said, no changes are expected in the three basic process colors. But spot color blending could be modified, he said. ☐

Color-separation scanners compared

Newspapers interested in purchasing color scanners may want to check the *1985 Color-Separation Scanner Comparison Charts.*

The 22-page booklet compares the various color scanners produced by the seven major vendors in the field.

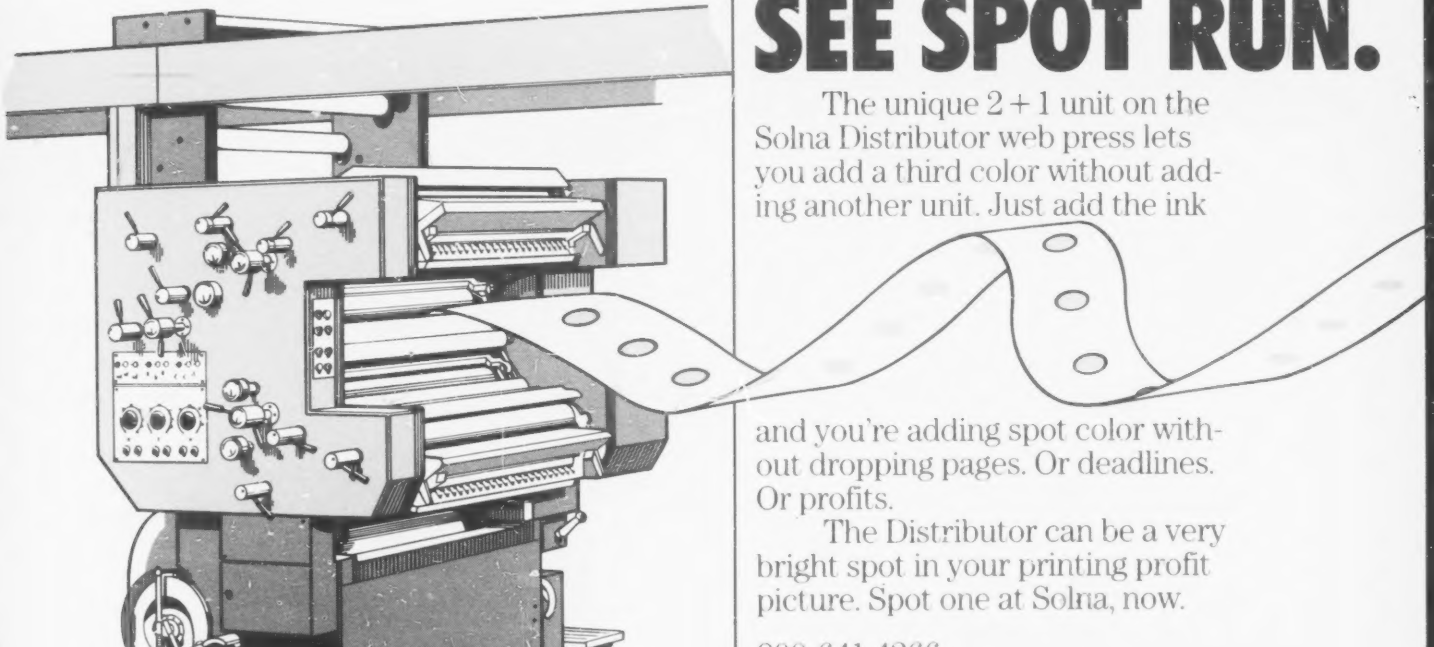
Among the 23 areas of comparison are prices, scan and magnification ranges, light sources, color correction capabilities, special effects, films used and resolution of separations.

The booklet also includes explanations of scanner technology and a glossary of terms.

The $25 booklet is available from Durbin Associates, 3711 Southwood Drive, Easton, Pa. 18042. ☐

TECHNOLOGY CALENDAR

- The Poynter Institute for Media Studies will hold a **conference on color in newspapers** Nov. 6-9 in St. Petersburg.
- The Society of Photographic Scientists and Engineers will hold a **symposium on prepress technology** Nov. 19-21 at the Marriott Crystal Gateway Hotel, Arlington, Va.
- A symposium for the **Digital Equipment Computer Users Society** will be Dec. 9-13 at the Disneyland Hotel, Anaheim, Calif.
- **Graph Expo '86 West** will be March 1-4 at the Los Angeles Convention Center.
- The sixth annual **Seybold Seminars** on electronic publishing systems will be March 9-14 at the Beverly Hilton Hotel, Los Angeles.
- The **Newspaper Hardware Users Group** will meet March 27-28 in Houston.
- The 58th Annual **ANPA Operations Management Conference & Exposition** will be June 21-25 at the Georgia World Congress Center, Atlanta.



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ACEJMC clarifies rate for mix of required J-courses

The journalism school accrediting agency has adopted a clarification of its controversial "75-25 rule" but rejected a proposal to automatically penalize schools that do not meet the standard.

At its semiannual meeting in Chicago Oct. 20, the Accrediting Council on Education in Journalism and Mass Communications also backed away from a plan floated at its last meeting to reduce sharply the voting representation of newspaper organizations [presstime, June 1985, p. 69].

Historically, the so-called 75-25 rule has referred to the balance ACEJMC believes undergraduate journalism students should maintain between liberal arts courses and professional journalism courses, respectively.

In its current literature, the council explains that "approximately 25 percent of a student's education should be in the journalism and mass communications unit and approximately 75 percent in general academic courses with an emphasis on the liberal arts and sciences."

The new clarification gets away from that 75-25 language and from the notion of the rule as a restriction on journalism coursework. Instead, it prescribes the minimum number of credits a student should have in non-journalism courses and specifies the kinds of courses these should be.

The language that was adopted was drafted by a committee chaired by John M. Lavine, publisher and editor of the Lavine Newspaper Group in Chippewa Falls, Wis., who represents the Inland Daily Press Association on the council. It says students must take a minimum of 90 semester hours in courses outside journalism or mass communication. With most schools requiring at least 120 semester hours for graduation, this achieves the desired 75 percent.

Within those 90 semester hours, students must successfully complete 65 in the liberal arts and sciences. The remaining 25 may be taken anywhere in the institution, so long as they are not journalism or mass communication courses.

In order for a school to be considered in compliance with the standard, the council said 95 percent of the students in the two graduating classes preceding an accrediting visit must meet the semester-hour criteria. However, it rejected a proposal that schools not in compliance be denied accreditation or put on probation. Penalties for violators will be decided on a case-by-case basis.

The move to reject the specific sanctions was led by Vernon A. Keel, who represents the Association of Schools of Journalism and Mass Communication. Keel, director of the School of Communication at the University of North Dakota, said the ASJMC executive committee was concerned that a school could be denied accreditation because it did not conform to the curriculum standard, regardless of whether it met ACEJMC's other 11 standards.

The council's refusal to adopt automatic penalties drew criticism from Claude Sitton, the American Society of Newspaper Editors' representative on the body. "This is an extremely disappointing development," said Sitton, editorial director and vice president of the News and Observer Publishing Co. of Raleigh, N.C. "It does not speak well for the future of the council, and it tells editors that if they are to assure themselves of the qualifications of prospective employees, they must examine the college transcript of every applicant and examine it very, very carefully."

ANPA's representative on the council also said the penalty provisions should have been adopted. "Whether (failure of

U. of Maryland wants to be 'model' school

The University of Maryland plans to establish its College of Journalism as a "model professional school" by 1990.

"We want to do something that I don't think is done very well anywhere right now," said Dean Reese Cleghorn at an Oct. 14 press conference. "And that is to really be serious about teaching the practices of journalism, with people on the faculty that have a lot of experience to do that, and at the same time do serious research."

The tendency of schools around the country, he said, is to do one or the other.

To implement the plan, the college's annual budget of $1 million will be increased by 50 percent. In addition, university officials approved a "selective admissions" program for the college to reduce enrollment about 50 percent. It currently has about 1,200 majors.

"I think that any university which tells you, 'You may cut your numbers of students in half at the same time we will add to your resources by half,' is serious," Cleghorn said.

At the press briefing, the school also revealed findings from a study directed by Associate Professor of Journalism Maurine H. Beasley, exploring the ramifications of the growing numbers of women in journalism. It noted that in 1977 the percentage of female journalism students nationally surpassed that of male students, and that it has increased steadily since then, reaching 59.2 percent in 1984-85 [presstime, Feb. 1985, p. 37].

The study concluded that female journalism students need to "acquire better basic writing skills, find suitable role models, learn how to persuade employers so they will not settle for less than men, and make plans for successfully combining family life with careers." ☐

Cleghorn (left) reviews plan with Washington Post columnist William Raspberry of the college's board of visitors.

the penalties] relaxes enforcement of the 75-percent rule remains to be seen in the actual performance of the ACEJMC visiting committees and in the final accrediting votes of the council," said James H. Ottaway Jr., chairman and president of Ottaway Newspapers Inc., Campbell Hall, N.Y.

However, ACEJMC President Joseph W. Shoquist said he agreed with the majority of the council that the penalty provisions made the standard "too rigid."

"We're not an enforcement agency," said Shoquist, managing editor-special projects of The Milwaukee Journal. "We are trying to measure the quality of journalism education, and strict numerical measurements are not necessarily the best way to do it."

He noted that ACEJMC "has historically resisted rigid measurements of quality. It's always taken the position that there are many factors involved in a fine journalism education, and they should all be considered in relationship to each other and in relationship to the mission of the school."

> *"We're not an enforcement agency. We are trying to measure the quality of journalism education."*

With regard to the possible restructuring of ACEJMC, a council committee scrapped its previous controversial proposal to reduce voting membership from newspaper organizations, largely because of the vocal opposition its plan sparked [presstime, Sept. 1985, p. 40].

The committee has been trying to come up with a way to restructure the council in light of what some say is the newspaper industry's overrepresentation.

Its original plan called for limiting the council's 10 representatives from print media to four votes. Under the new plan, all 10 would continue as voting representatives and the council would seek additional members from national organizations representing segments of the communications industry other than newspapers.

No formal vote on the new plan was taken. It is expected to be discussed again at the council's April meeting in San Francisco. —*Margaret Genovese*

New studies explore credibility, secret taping of calls, how photos help readership

BY GUIDO H. STEMPEL III

Philip Meyer pointed out in a presstime article in June [p. 26] that the ASNE credibility study contains some encouraging news about newspapers' credibility. Comparing figures from the current study with those from similar studies several years back, he found indications that public confidence in the press is on the upswing.

There's more of the same kind of good news in an article by Ralph S. Izard, professor of journalism at the E.W. Scripps School of Journalism at Ohio University, in the Summer 1985 issue of Journalism Quarterly.

In a nationwide telephone survey of 629 people, he asked about honesty and ethical standards of Americans in various fields. Clergy got the most "high" rankings on honesty and ethical standards, followed by physicians, police and journalists in that order. Then came business executives, advertising executives and members of Congress.

However, only 6.5 percent of the respondents said journalists were "low" in honesty and ethical standards. By comparison, 11.2 percent rated physicians low, 11.9 percent rated police low and 34.6 percent rated members of Congress low. Only clergy had a smaller percentage of low ratings.

Izard also found that 82.4 percent of the respondents felt journalists on the whole are ethical, 75 percent felt journalism is a profession which ranks high in public respect and 66.8 percent felt information provided by news media is, on the whole, accurate.

• • •

The legality of surreptitious recording of telephone calls by reporters is not altogether clear. The attitude of editors about this practice, however, is very clear.

A survey by S. Elizabeth Bird, journalism faculty member at the University of Iowa, found overwhelming opposition to use of hidden recording devices. The telephone survey covered managing editors or assistant editors of 150 randomly selected newspapers of more than 25,000 circulation. Eighty-three percent of the respondents disapproved of surreptitious recording; the great majority of those opposed cited ethical reasons.

On the other hand, most of those who approved use of hidden recorders did so on the grounds that it would help ensure accuracy.

Eighty-seven percent of the respondents said they had never authorized use of hidden recording devices, but a majority said they would consider it under some circumstances. Most apparently had in mind situations in which the intent was to uncover illegal activity.

It is interesting to note that the opposition among editors in this survey is stronger than that of the general public in the ASNE credibility study. In that study, 62 percent of the respondents disapproved of the use of hidden recording devices.

This study also appears in the Summer Journalism Quarterly, as does an article on legal liability in surreptitious recording.

• • •

A study by two journalism faculty members at Texas Christian University found that use of a related picture helped readership of the story it went with. However, the study by Rita Wolf and Gerald L. Grotta found that a portrait helped readership more than an animated action photo.

Their experimental study, reported in the Winter 1985 issue of the Newspaper Research Journal, used a front page that included four stories and a picture. There were several versions of the front page. The stories were the same, but the pictures varied. One version had a portrait of a dancer that went with a story about her. Another had an animated picture that went with the story.

The story was read thoroughly by 82 percent of those who saw the page with the portrait but by only 50 percent of those who saw the page with the animated picture.

Both pictures were the same size. The major difference seemed to be that the dancer's face was much larger in the portrait. That apparently made the portrait more eye-catching. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

New study shows differences in views of journalists, public

Six months ago the American Society of Newspaper Editors released the results of a study that showed "three-fourths of all adults have some problem with the credibility of the media, and they question newspapers just as much as they question television."

In late October, the Associated Press Managing Editors Association provided the flip side of the equation: Nearly 60 percent of U.S. newspaper journalists say newspapers have a "credibility problem," and 85 percent place a "high priority" on improving it.

In parallel studies conducted by the same firm—MORI Research Inc. of Minneapolis—ASNE and APME highlight key similarities and differences among newspaper journalists and the public in their attitudes toward newspapers [presstime, May 1985, p. 56].

In general, the journalists trust newspapers more than the public, with 45 percent of journalists and only 32 percent of the public giving newspapers high marks for credibility.

But journalists tend to be more critical of themselves and their papers, with only 49 percent of them rating the "quality of reporting" at their newspapers good while 59 percent of the public rate it good.

Journalists also think their newspapers do a better job of following high journalistic standards than they do of fulfilling the "watchdog" role of the press.

Both journalists and the public agree that newspapers are concerned about their communities. Both also say papers emphasize bad news too much, and reporters frequently overdramatize the news.

However, they disagree on the value of investigative reporting, with 81 percent of the journalists and only 56 percent of the public rating it "very important." Moreover, 79 percent of journalists see investigative reporting as worthwhile regardless of the outcome, while 61 percent of the public say it is "worthwhile only when it leads to some actions being taken to correct the problem."

And they have personal differences. In some ways, "journalists are a different breed than the public they try to inform and serve," says the APME study, with "gaps that may cause misunderstandings" in key areas, including journalists' preference for the role of "detached observer," their "transience" instead of having strong community ties, and differences in demographics and ideology.

Preference for news sources differed markedly also, with 97 percent of the newspaper journalists and only 36 percent of the public preferring newspapers as the source for local news. Television is preferred by 50 percent of the public.

For national and international news, 61 percent of the journalists prefer newspapers, compared with only 18 percent of the public. For this news, the public prefers television by a wide margin—72 percent, or 4 to 1 over newspapers.

In conducting the APME survey, MORI Research developed a procedure for random sampling that was aimed at reflecting the papers read by respondents to the earlier ASNE survey.

A total of 1,929 journalists were sent questionnaires and 1,333 (69 percent) responded. Just over a third were news editors and just under a third were news reporters, with the rest almost equally divided among feature reporters, feature editors, and photographers or graphic artists. ☐

Media take a hard look at terrorism coverage

News media coverage of terrorism incidents is a hot topic in media circles, as evidenced by the number of media organizations discussing the issue in recent weeks.

The Washington, D.C., chapter of the Society of Professional Journalists, Sigma Delta Chi, sponsored a panel discussion Oct. 17 on coverage of terrorism and the issue of voluntary press coverage guidelines.

The Radio-Television News Directors Association held a workshop on terrorism and the news media Oct. 18 in New York City.

The ANPA/American Bar Association Task Force was expected to discuss the issue at its Oct. 24-25 meeting in Baltimore. The discussion was requested by ABA President William W. Falsgraf [presstime, Aug. 1985, p. 37].

In a related development, at its Sept. 24 meeting, the Press, Bar and Public Affairs Committee of the American Society of Newspaper Editors said it is willing to discuss the ramifications of press coverage of terrorist activities with the ANPA/ABA Task Force and another ABA-related group, the National Conference of Lawyers and Representatives of the Media. But the ASNE committee said it is "unequivocally opposed to establishing guidelines."

The ANPA Convention Arrangements Committee is discussing the possibility of including a session on terrorism on the program of the ANPA Convention in San Francisco April 21-23. ☐

NASA launches 'journalist in space' program

The National Aeronautics and Space Administration unveiled a "journalist in space" project Oct. 24.

The announcement that a journalist will be part of a future space shuttle mission came on the heels of a project meeting a week earlier at The Newspaper Center in Reston, Va., sponsored by the Association of Schools of Journalism and Mass Communication to discuss the selection process. The meeting was attended by 14 other journalism-related organizations, including ANPA.

ASJMC President Robert L. Hoskins, dean of Arkansas State University's College of Communications, said his association will contract with NASA in screening candidates for a space shuttle flight, which is expected to be scheduled in the fall of 1986 or spring of 1987 [presstime, Sept. 1985, p. 42].

Hoskins has appointed Albert T. Scroggins, dean emeritus of the University of South Carolina College of Journalism, as project director.

Journalists who wish to be candidates for the space shuttle mission will apply to the project office in Columbia, S.C., Hoskins said.

He said a national panel will select five journalists from 40 semifinalists for NASA's consideration. NASA will then evaluate those individuals and select the first journalist in space and a backup. ☐

Largest API seminar schedule includes budgeting, libraries

A record 36 seminars have been scheduled by the American Press Institute in 1986, including two new offerings.

The two new seminars are:

- **The Newspaper Budgeting Process,** May 4-7—for all department managers, especially those about to be introduced to a newspaper company's budgeting process.
- **Technology and the Newspaper Library,** Sept. 14-17—for newspaper librarians, and for those responsible for planning and developing an electronic news library system.

Two seminars introduced this year will be repeated in 1986: Newsroom Administration and News-Editorial Management for Non-News Executives. The latter is a cross-training program to provide a working knowledge of newsroom operations for those in advertising, circulation, marketing or general management.

Other seminars scheduled for API's 40th year of operation [presstime, Sept. 1984, p. 57] are:

- **City Editors** (for newspapers over-75,000 circulation), Jan. 5-15
- **Developing Management Skills,** Jan. 12-17
- **Publishers and Chief Executives** (for newspapers under-75,000 circulation), Jan. 19-24
- **Circulation Managers,** Jan. 19-29
- **Newspaper Design,** Feb. 2-7
- **Advanced Reporting,** Feb. 2-7
- **Editing the Weekly Newspaper,** Feb. 9-14
- **Executive Editors and Managing Editors** (for newspapers under-75,000 circulation), Feb. 16-26
- **Sunday and Weekend Editors,** March 2-7
- **Community Weekly Advertising Executives,** March 9-14
- **Management and Costs** (for newspapers over-75,000 circulation), March 16-26
- **Advertising Executives** (for newspapers over-75,000 circulation), March 23-28
- **Newspaper Production and New Technology,** April 6-11
- **News Editors and Copy Desk Chiefs,** April 13-23
- **Suburban Weekly Advertising Executives,** April 20-25
- **Sports Editors,** April 27-May 7
- **Managing Computer Systems,** May 11-16
- **Management and Costs** (for newspapers under-75,000 circulation), June 1-11
- **Newsroom Administration,** June 8-13
- **Effective Writing and Editing,** June 15-20
- **Business and Economic News Coverage,** June 22-27
- **Management of the Weekly Newspaper,** June 22-27*
- **Promoting the Daily Newspaper,** Sept. 14-19
- **Advertising Executives** (for newspapers under-75,000 circulation), Sept. 21-Oct. 1
- **Journalism Educators,** Oct. 5-10
- **Circulation Managers,** Oct. 12-22
- **Classified Advertising Managers,** Oct. 26-Nov. 1
- **Feature and Lifestyle Editors,** Oct. 26-Nov. 5
- **City Editors** (for newspapers under-75,000 circulation), Nov. 9-19
- **Picture Editors and Graphics Editors,** Nov. 30-Dec. 5
- **Executive Editors and Managing Editors** (for newspapers over-75,000 circulation), Nov. 30-Dec. 10
- **Developing Management Skills,** Dec. 7-12*
- **Marketing the Daily Newspaper,** Dec. 14-19
- **News-Editorial Management for Non-News Executives,** Dec. 14-19.

Thirty-two of the seminars will be for daily newspapers and four for weeklies. In addition, weeklies may nominate participants for the two Developing Management Skills seminars.

Except for the two seminars denoted by an asterisk, the sessions will be conducted at API headquarters in Reston, Va., next door to The Newspaper Center. Management of the Weekly Newspaper will be at Stanford University, and the second Developing Management Skills seminar will be at Kellogg West Conference Center in Pomona, Calif.

Tuition will be $715 for a nine-day seminar, $625 for a six-day seminar, $575 for a five-day seminar and $350 for a three-day seminar. Room and meal charges are billed to the newspaper after the seminar at API's special contract rate with a Reston hotel.

To participate in an API Seminar, an applicant must be nominated by a newspaper's principal executive. Additional information and forms can be obtained from API Director Frank Quine, 11690 Sunrise Valley Drive, Reston, Va. 22091.

Press freedom traced to English common law

Leonard W. Levy's *Emergence of a Free Press* is a "revised and enlarged edition" of his *Legacy of Suppression*, published in 1960.

Levy, a Pulitzer Prize-winning historian and a professor at Claremont (Calif.) Graduate School, continues to argue that it was not "the intent of the American Revolution or the Framers of the First Amendment to abolish the common law of seditious libel."

Further, while the evolution of libertarianism may have led to wide public acceptance that "Congress shall make no law . . . abridging the freedom of speech, or of the press," Levy contends that these words, while "boldly stated," are—in a historical context—"narrowly understood."

He says that these freedoms have roots in English common law, which means that they were treated as a "parliamentary right" rather than a "civil right."

However, the author concludes: "What they (the framers) said is far more important than what they meant. It is enough that they gave constitutional recognition to the principle of freedom of speech and press in unqualified and undefined terms."

The 384-page, hard-cover book is available for $29.95 from Oxford University Press, 200 Madison Ave., New York, N.Y. 10016.

A publication designed to aid writers, editors

"Clarity, style and accuracy" are the key elements of good writing. As for good editing, it "is like population control, without the controversy."

Elwood M. (Woody) Wardlow, associate director of the American Press Institute in Reston, Va., assembled these and other suggestions for good journalism in *Effective Writing and Editing: A Guidebook for Newspapers*.

To facilitate the writing process, Wardlow offers advice on the following: Gathering, analyzing and organizing material, vocabulary, spelling, rewriting, using reference sources, readability and more. The one-time managing editor/administration of the Buffalo Evening News also offers tips for editors.

The soft-cover, 60-page publication is available for $2. Copies may be ordered from the American Press Institute, 11690 Sunrise Valley Drive, Reston, Va. 22091.

More dailies test for drug use

More newspapers are giving pre-employment physical examinations that include a drug-screening test. At the same time, questions are being raised at newspapers about screening for the virus that causes acquired immune deficiency syndrome—AIDS.

Within the past 12 months, at least five dailies in three communities have begun testing prospective new hires—as part of a general physical examination—for indications of drug use. They include: The Daily Herald of Arlington Heights, Ill., the Fort Lauderdale (Fla.) News and Sun-Sentinel, and the Baltimore Sunpapers (only for drivers and those working with machinery).

Also, the Los Angeles Times will begin screening job applicants for drugs this month.

As recently as mid-1984, human resources experts were able to name only one newspaper, The New York Times, that was analyzing urine samples for drugs as part of its regular physical exam for new employees [presstime, June 1984, p. 8]. Another newspaper operation, The San Diego Union and The Tribune, began such testing in 1983 but did not make it public until this year.

At The Daily Herald, which began its drug-testing program two months ago, Human Resources Manager Judith A. Szabados reports that other companies in the Chicago suburb of Arlington Heights are screening out about 10 percent of job applicants because of drug use.

The Daily Herald's employment application form states that there will be a drug-screening test and that failure to pass it could result in disqualification for a job. The examinations, done by Humana-Med First, provide next-day results, says Szabados.

In addition to the newspapers that have begun drug testing, Knight-Ridder Newspapers Inc. has started screening for drugs during pre-employment physicals for positions at its corporate headquarters in Miami, reports Douglas C. Harris, vice president/personnel.

While "we're looking at it,' there is as yet no company policy applying to the newspapers in the group, Harris says.

An expert in the field was recently invited to brief a newspaper audience on how "Employers are Getting Tough About the Use of Drugs and Alcohol in the Workplace."

Allen W. Teagle, an attorney with the San Francisco law firm Littler, Mendelson, Fastiff & Tichy, told the Industrial Relations Bureau Management Conference in San Diego Oct. 2 that employers should "make sure people who are going to be tested know what they're going to be tested for and what the employer is going to do with the results." Teagle also said he would not take action on the basis of one unfavorable test result. "My view is that you ought to retest them."

The increase in pre-employment testing for signs of drug use is taking place in an industry that has not extensively used physical examinations for prospective employees. A late-1981 personnel information survey of ANPA members found that only 21.5 percent of the 543 respondents did so.

Blood-pressure testing is being joined by drug testing in some newspapers' physical exams.

Despite the recent rise in drug testing for people applying for newspaper jobs, personnel relations specialists in the industry say they know of no paper that is routinely testing previously hired employees for drugs.

Nor is any newspaper believed to be testing for the AIDS virus.

Dr. Howard R. Brown, medical director of The New York Times, notes that tests for AIDS are still in the developmental stage, with false positives and negatives. "There is no indication that an employee with AIDS constitutes a health risk in the workplace," he adds.

Dr. Wayne O. Buck, medical director of the Los Angeles Times, agrees. There is "no scientific evidence at present that a person can catch AIDS by working alongside a person who has it," he says.

Says John B. Jaske, Gannett Co.'s vice president/labor relations and assistant general counsel: "Because medical opinion is that [AIDS] is not communicable in the workplace, there is no reason to test for it.

"The only rationale that could be advanced at this point for testing would be that if medical opinion changes as we learn more about the disease. Then we would have a need to know who has it so we could take appropriate action."

But even now, some newspaper personnel directors are wondering how they would handle a situation where employees refuse to work with a fellow employee who contracts the disease.

Buck says that would be "a personal aversion not based on scientific facts."

The federal Centers for Disease Control in Atlanta is "in the process" of forming a task force of medical authorities, representatives of employers and labor unions, and other interested groups to prepare a set of guidelines for employers on how to deal with the disease in the workplace, according to Betty B. Hooper, a public affairs specialist at CDC.

There is "no evidence of any casual transmission" of AIDS, Hooper adds.

"If employers can test for drugs, they probably can test for AIDS in the absence of some statute that would prohibit it," says L. Michael Zinser, a partner in the law firm of King, Ballow & Little in Nashville. "Of course, drugs are illegal and having AIDS isn't."

There is at least one state statute that prohibits testing of job applicants and employees for the virus. Wisconsin has passed such a law. It also bans insurance companies from using the test in making policy coverage decisions.

In addition, California has a confidentiality law that imposes fines of up to $10,000 and/or imprisonment for up to one year for willful disclosure of the results of the AIDS test. Also, results cannot be used to determine suitability for employment or eligibility for insurance.

And a Los Angeles ordinance prohibits employment discrimination on the basis of AIDS.

The Centers for Disease Control reports that as of Oct. 14, AIDS had struck 14,125 Americans and that 7,157 of the victims had died—an increase of 291 cases and 102 deaths over the previous week.

—Clark Newsom

Labor specialists begin analysis of Philadelphia settlement

Labor specialists say it's too early to assess the significance for the newspaper industry of the hefty wage and benefits settlement of the recent 46-day strike against Philadelphia's daily papers. "It's a complex package to analyze," said one.

Agreeing to the package were Philadelphia Newspapers Inc., publisher of The Philadelphia Inquirer and Philadelphia Daily News, and the nine unions that struck Sept. 7 [presstime, Oct. 1985, p. 50]. The dailies resumed publication Oct. 23, one day after the last of the unions ratified the contracts.

The new four-year agreements provide an average of 6 percent a year in wage and benefit increases to the 4,112 union-represented employees. The $150 package amounts to $45 per week per employee retroactive to last Sept. 1, $30 effective Dec. 1, 1986, $30 on Nov. 1, 1987, another $30 Nov. 1, 1988 and $15 on Feb. 15, 1989. However, each union has some discretion in allocating the wage package among its members.

"We think it's a good contract for PNI and a good contract for the unions," said Ted R. Rilea, vice president/labor relations.

Newspaper wage settlements with mechanical and driver unions, not including benefits, have been averaging about 4.5 percent this year, according to the research staff of ANPA's Human Resources Department.

"If other unions follow the Philadelphia lead," said Paul J. Lizundia, secretary/manager of the Pacific Northwest Newspaper Association in Portland, Ore., "it would be a tough bargaining year.

"I do not feel it would be in the best interests of either unions or the companies to do so, however, because it appears the union gains do not outweigh the lost wages and lost business to the company. It would appear that the Philadelphia strike experience really proves that cooperation between companies and unions is far better than confrontation."

"The Philadelphia strike and settlement is reminiscent of the large city negotiations of the '60s," observed ANPA Vice President/Human Resources Roy W. Anderson. "The challenge for management and labor is to restore PNI's previous market position and grow at a rate to absorb the costs of the settlement by creating a greater public acceptance."

PNI, which is owned by Knight-Ridder Newspapers Inc., said it lost $50 million in advertising and circulation revenues during the walkout. William W. Broom, PNI's vice president/public affairs, acknowledged that readers may have been lost during the lengthy strike, but he said the company is making an all-out effort to "win them back with the quality of the product."

In the bargaining process, the company on Oct. 15 offered its $150, four-year package while the Philadelphia Council of Newspaper Unions was asking for $145 over three years.

On Oct. 18, delivery truck drivers represented by the Teamsters voted 175-163 to reject the company's offer, despite the fact that five other unions had already approved it.

However, in another ratification vote four days later, the drivers approved the same contract, 248 to 132. The agreement was then ratified by employees represented by the other three unions that had not previously approved it—The Newspaper Guild, the International Typographical Union and an independent mailers' union.

Before the strike began, each union agreed that none would return to work unless all accepted their contracts.

At one time, Pennsylvania Gov. Richard L. Thornburgh entered the strike picture, writing a letter to Knight-Ridder Chairman and Chief Executive Officer Alvah H. Chapman Jr. and the presidents of the international unions. The strike posed a threat to the economic well-being of the state's largest metropolitan area, said the governor, who urged the leaders to "personally review" the situation.

Chapman responded with a letter stating that "all of us in Knight-Ridder are concerned about a timely end to what we feel is a very unnecessary and unfortunate strike."

(The governor's intervention recalled a move by former Michigan Gov. George Romney, who at one point during a 1967-68 strike against the Detroit dailies threatened special legislation to force compulsory arbitration of the dispute. Romney subsequently left the negotiations in the hands of state and federal mediators.)

The 46-day cessation of publication in Philadelphia was the longest on the U.S. mainland since a 54-day suspension of the St. Louis Post-Dispatch in 1978-79.

—Clark Newsom

Union's bid to represent home delivery personnel rejected by NLRB

The National Labor Relations Board's regional director in Boston has dismissed a representation petition filed by a union seeking to represent employees of the home-distribution subsidiary of The Boston Globe.

The Boston Globe Employees Association, an independent union, sought to represent certain workers, including assistant managers and assistant-managers-in-training known as "road persons," at Community Newsdealers Inc., a wholly owned subsidiary of the Globe Newspaper Co.

However, Regional Director Robert S. Fuchs found that the assistant managers and road persons were ineligible to be included in the bargaining unit because they are—as contended by the company—supervisors. Fuchs based his ruling on their supervision of both delivery drivers and youth carriers, who were held to be employees rather than independent contractors.

For a union to obtain a representation petition, it must present signatures from at least 30 percent of the employees in the proposed bargaining unit. Based on his finding of the supervisory status of the assistant managers and road persons, Fuchs ruled that the union had failed to show sufficient interest to warrant further proceedings in either the unit proposed by the union or in a larger unit he found to be appropriate.

There were about 215 employees in the unit sought by the union and approximately 790 individuals in a unit suggested by the company.

The union did not appeal the decision.

(Community Newsdealers Inc. and Boston Globe Employees Association, Case No. 1-RC-18479) □

Correction

The October issue of presstime (p. 51) mistakenly reported that newsroom employees of The Boston Globe voted to affiliate with The Newspaper Guild. The newsroom involved was that of The Boston Herald. All non-exempt, white-collar functions at the Globe are represented by The Boston Globe Employees Association. Presstime regrets the error.

Arbiter upholds 3-day suspension of reporter for signing agreement with news source

The Youngstown (Ohio) Vindicator "displayed patience" and "restraint" in giving a reporter a three-day suspension for signing a confidentiality agreement with a news source without his supervisor's knowledge, an arbitrator said.

Arbitrator Robert J. Asman rejected the contention of Local 11 of The Newspaper Guild that the disciplinary action was without "just cause."

The suspension was imposed after it was discovered that the reporter two years earlier had signed the agreement with Hunt Energy Co. of nearby Salem, Ohio, in return for his exclusive right to the news that an out-of-state company soon would purchase a portion of Hunt.

The Nov. 6, 1981, agreement, signed by the grievant over the Vindicator's name and by a Hunt official, stated that information released "shall be held in the strictest confidence until approval for publication is given by Hunt," and that "Hunt retains the right to review any information before its public release." The agreement added that the Vindicator "will be held liable for any early release of material both visual and printed which can or will be detrimental to certain business transactions now being conducted by Hunt involving the SEC and/or other parties involved."

The reporter, who had started at the paper in 1971 as a summer intern, subsequently wrote a story about the acquisition. He informed an assistant managing editor that he had a front page story in the works and had agreed to hold it until the event took place. He did not, however, disclose that he had signed a written agreement.

The story appeared on page 1 after the acquisition agreements were executed. Arbitrator Asman noted that the transaction took place in an industrial area "struggling with poor economic conditions in which any impending revitalization movement would be considered good news to the community."

Two years later, another reporter working on a Hunt follow-up story discovered the confidentiality agreement in the Hunt file and showed it to the city editor. The document spurred reactions in the newsroom described as "shocked" and "mind-boggling," the arbiter noted. The grievant was then suspended for three days.

The union argued that the grievant thought the agreement did not differ essentially from numerous similar agreements exchanged orally.

But the Vindicator contended that an "unwritten rule" prohibited the type of agreement signed by the grievant because it exposed the company to liability and sacrificed the newspaper's right to the final say about what it prints.

Asman said the argument "most persuasive" in support of the discipline imposed was the confidentially agreement itself. "Each specification of the agreement is loaded with implications and it seems to me that the company could not escape liability for its breach if any of those conditions had been broken. The language that a newspaper would dread most, I am sure, is the expression 'approved for publication.' Any oral understanding carrying such an implication would be prohibited out of hand."

The reporter's "lapse of good judgment" in signing the agreement left him and the company "vulnerable to any number of unsavory episodes," the arbiter said. ☐

NLRB election

Houston Chronicle, ITU: In a rerun of a 1984 decertification election, composing room employees voted 86-46 against further representation by Typographical Union No. 87. The second election was conducted Sept. 26 after the NLRB set aside the first election in which employees had voted 75-71 to retain the union as their bargaining representative [presstime, Aug. 1985, p. 49].

(NLRB Case No. 23-RD-556)

Additional arbitration awards

New York Post, Guild: Milton Friedman ruled that the company violated the labor agreement by subcontracting computer work previously performed by bargaining-unit employees.

New York Times, GCIU: Richard Adelman converted to four-month disciplinary suspensions the discharges of two pressmen for allegedly stealing coupons.

Philadelphia Inquirer and Daily News, Guild: James C. Duff ruled that the company did not violate the labor agreement by retaining the services of a 24-hour answering service in Nebraska to take calls from new subscribers.

San Jose (Calif.) Mercury News, GCIU: Gerald R. McKay found the company did not violate the labor agreement when it changed to a staggered lunch-period system for pressroom employees; however, he found the company did violate the agreement by eliminating a five-minute wash-up period.

San Jose Mercury News, Guild: Patrick J. Boner ruled that photographers who attended a voluntary staff meeting at a downtown hotel were not "working" and therefore not entitled to overtime pay, but that some of them were entitled to "call-back" pay.

San Jose Mercury News, Guild: Gerald R. McKay sustained the discharge of a janitor for "sneaking off" for several hours during his work shift.

Sheboygan (Wis.) Press, Guild: Joseph B. Kerkman found that a circulation clerk who was unable to return to work after expiration of her sick leave was entitled to $880.60 in "dismissal" pay.

Toronto Star, Guild: Kenneth P. Swan ruled that the permanent layoff of a garage department body mechanic did not violate the labor agreement.

Vancouver (British Columbia) Province and Sun, IBEW: Stephen Kelleher found that the company violated the electricians' labor agreement by contracting with a firm to install lighting fixtures; at the same time, he dismissed the union's grievances pertaining to maintenance work on video display terminals and computers.

Washington Post, ITU: Laurence E. Seibel found that a mailroom helper had "constructively resigned" by accepting a $90,000 settlement of a workers' compensation claim, and that the company's subsequent refusal to rehire him did not violate the labor agreement.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Human-resources experts ponder employee relations in year 2000

The year 2000 is no more distant now than 1985 was in 1970, when the federal Environmental Protection Agency began operations, the Occupational Safety and Health Act was approved by Congress, and an ANPA Task Force on Broadcast and CATV Ownership was appointed.

Now a 12-member team of newspaper human-resources specialists is considering employee relations issues in 2000. The group comprises a task force of ANPA's Human Resources Committee's personnel subcommittee.

While there are forces and trends that will affect all employers, the task force is concentrating on what the personnel environment in all newspaper departments will be like in the future.

James D. Boswell, vice president/employee and public relations of the Los Angeles Times, said an initial report of the task force's efforts will be made in January at the annual ANPA Labor and Personnel Relations Conference in San Diego.

Boswell said the task force will share its initial findings with other newspaper human-resources specialists to get the broadest possible outlook.

To focus collective thinking, the task force invited to its first meeting Joseph F. Coates, president of J.F. Coates Inc., a Washington, D.C., research organization specializing in the study of the future.

At the Sept. 24-25 brainstorming session in Washington, D.C., Coates discussed the future implications of women and immigrants in the work force, dual-income families and child care, changing social values, and "telematics"—the technology of telecommunications, computers and associated devices.

"Technology is wiping out middle management," Coates said, as computers eliminate the need for people to analyze information. Acquisitions and mergers also affect the workplace, because "you don't need two of everything," he said. ☐

Court upholds arbitration award for Chicago Tribune

The Chicago Tribune did not violate its labor agreement with the pressmen's union by posting jobs that could be claimed on the basis of company seniority rather than by shift seniority, the 7th U.S. Circuit Court of Appeals ruled.

The decision upheld an arbitration award in favor of the newspaper [presstime, Aug. 1983, p. 28].

Web Printing Pressmen's Union No. 7 appealed the arbitrator's decision to the 7th Circuit after it had been affirmed by a U.S. District Court.

The appellate court found the newspaper's 1982 move to a new production facility and its need for a more flexible work crew were sufficient reasons to change from the unwritten past practice of shift-wide seniority to the new company-wide seniority system.

The court noted that the Tribune's new offset presses required retraining of pressmen, and that the change in the seniority system gave the company flexibility to put together effective work crews.

Even though the old seniority system was an established practice, it "did not automatically become enshrined as part and parcel" of the labor agreement, the court said.

The pressmen's union is one of three unions that struck the Tribune July 18 in a dispute over new contract terms.

(Chicago Web Printing Pressmen's Union No. 7 v. Chicago Newspaper Publishers Association, USCA7 No. 84-2720) ☐

Recent contract settlements

Chicago Sun-Times, GCIU: Three-year agreement covering pressroom employees; retroactive to April 3, 1985.

Dallas Morning News, ITU: Three-year agreement covering composing room employees; retroactive to May 1, 1984.

Memphis Commercial Appeal, ITU: Two-year agreements covering composing room and mailroom employees; retroactive to March 9, 1985, and Jan. 1, 1985, respectively.

(Details in November 1985 ANPA Labor & Personnel Relations Letter.)

Unit limited to newsroom employees found inappropriate

Local 3 of The Newspaper Guild withdrew a petition to represent editorial employees of 23 suburban weeklies in the Minneapolis/St. Paul area after the NLRB's regional director in Minneapolis found the appropriate bargaining unit included all non-mechanical employees.

Regional Director Ronald M. Sharp upheld the contention of Minnesota Suburban Newspaper Co. that a unit limited to news department employees was inappropriate.

Sharp noted that the board has "traditionally" found units of all non-mechanical employees to be "optimal" in the newspaper industry. The rationale behind the board's policy, he said, is that all departments of a newspaper must engage in a unified and coordinated effort to produce the paper. Thus, he noted, all non-mechanical employees share "a community of interest."

The board has found single major departments of non-mechanical employees appropriate only in cases where there are "distinct departmental lines," which he said were "non-existent" in the company's operation.

(Minnesota Suburban Newspaper Co. Inc. and The Newspaper Guild of The Twin Cities, Case No. 18-RC-13733) ☐

Newspaper upheld in pension computation

The U.S. Supreme Court in October let stand a decision upholding The Wilkes-Barre Times Leader in its computation of pension benefits for six former employees who retired while they were on strike against the newspaper.

The Times Leader continued publication after four unions struck in 1978 over the terms of new labor agreements. Four of the plaintiffs retired in 1979 and two in 1980. They sued the newspaper company after their pensions were reduced by including the strike period (when they were not being paid) in the calculation of their average annual compensation for the five-year period before retirement.

A lower court ruled that the trustees of the pension plan did not act "arbitrarily or capriciously" and had not violated any provisions of the federal Employee Retirement Income Security Act [presstime, March 1984, p. 45].

(Edwards v. Wilkes-Barre Publishing Co. Pension Trust, 85-16) ☐

UTU, U.S. railroads have tentative pact

A tentative labor agreement has been reached between the United Transportation Union and U.S. railroads. The agreement is subject to UTU ratification.

Details were withheld pending ratification.

The UTU and railroads had reached tentative agreement last June, but it was not ratified by the union, and President Reagan subsequently appointed an emergency board to avert a strike [presstime, Oct. 1985, p. 58].

If the agreement is not approved this time, the union will be free to strike.

Justice urges denial of rail merger

The Antitrust Division of the U.S. Justice Department has urged that the Interstate Commerce Commission disapprove the proposed merger of the Santa Fe and Southern Pacific railroads.

Approval would "contravene the mandate of the Staggers Act to rely upon and therefore to preserve rail competition," the Justice Department said.

The Staggers Act, enacted in 1980, is the so-called rail-deregulation act. It is credited with restoring financial health to the nation's railroads.

Norfolk Southern issues warning on Conrail

Norfolk Southern Corp. has restated its threat to rescind its bid for purchase of Conrail, complaining that Congress has delayed consideration of the purchase long enough.

"Time for talking about Conrail is over," Robert B. Claytor, Norfolk Southern chairman and chief executive officer, said in late October.

Norfolk Southern's offer officially expires at the end of this year [presstime, Aug. 1985, p. 58].

Shipping hampered

The St. Lawrence Seaway has been blocked because of the collapse in mid-October of a 150-foot section of concrete wall along one of the seaway's 54-year-old locks.

Mattson suggests two-tier price structure for newsprint

The concept of a two-tier price structure for newsprint—recognizing a dichotomy in paper quality and charging more for the better grade—may be an idea whose time has come, according to the president and chief operating officer of The New York Times Co.

Speaking to a seminar attended by newspaper and newsprint executives, Walter E. Mattson said the changing nature of the newspaper business is having its effects on the relationship between newspapers and their newsprint suppliers.

Newspapers have recognized that they need to turn out high-quality products to meet advertisers' expectations, he said, and printing on better quality newsprint is part of the drive for higher quality.

"It's a big deal because out there in the world of communications there is fierce and increasing competition for the time of consumers and for the dollars of advertisers," Mattson said. "Newspapers have been struggling to hold their ground on both fronts. As a matter of self-perservation, the outcome of that struggle must be of great concern to newsprint producers."

Advertising and newsprint are "two sides of the same coin," he noted. "Advertisers are no longer satisfied with the same newspaper that looked like the one they used in yesteryears. They want a newspaper that looks like a magazine. They want a page that is a splendid setting for their expensive advertising."

USA Today has taught advertisers to expect consistent reproduction on high-quality newsprint, Mattson told participants in the Oct. 10-11 Newsprint Seminar sponsored by ANPA and the Technical Section of the Canadian Pulp and Paper Association. They have responded, he added, by buying more advertising in the national daily published by Gannett Co.

Mattson also pointed out that the newspaper industry has been collectively seeking to attract more national advertising by establishing Standard Advertising Units and standardized research, rate cards and invoices.

"As this work has gone forward," he continued, "there has developed an increased recognition that quality of newspaper printing must be improved, and that cannot be accomplished without paying careful attention to the quality of newsprint."

Mattson identified money as the main problem in improving newsprint quality: Mill owners needed to be assured of a better return on investment to justify the cost of advanced paper-making technology.

But at some point, he said, the laws of economics will take hold of the newsprint suppliers, forcing some to improve their operations and others to go out of business.

"The inevitable result of the supply and demand curve will increase the value of quality newsprint to newspapers, and two-tier pricing will develop," Mattson said. "The progressive mills will be financially rewarded for their foresight [in investing in new processes]. As a result, the mills that had not previously invested in quality will be forced to do so. Those that are too old to change will shut down."

And when higher quality newsprint is available, the Times Co. president predicted, many newspapers will be forced by their advertisers to use it.

Mattson's remarks were made at a luncheon during the Chicago seminar, which drew a record 375 attendees.

NEWSPRINT NOTES

- Donohue Inc. is considering a proposal to **add a $160-million newsprint machine** at its Clermont, Quebec, mill, pending assurance of financial assistance from the federal and Quebec governments.

- Pierre Peladeau, the president of Quebecor Inc. said he is negotiating with Canadian partners to **build a $280-million newsprint mill** with an annual capacity of 180,000 metric tons.

- A marketing research firm will study the long-range implications to the U.S. and Canadian paper industries resulting from the recent **penetration of the U.S. market by foreign producers.**

The study will be conducted by Walker Wiener Associates of Briarcliff Manor, N.Y., in association with Jaakko Poyry Oy, a forest products consulting firm in Helsinki, Finland.

The study, scheduled for completion by next April, will assess the market outlook for newsprint and other paper products through 1990.

Newspapers continue to set strong pace in consumption

Newsprint consumption by all U.S. users was 0.2 percent higher in September than in September 1984. Their consumption increase for the first nine months of the year was 0.9 percent above that for the same period of 1984.

Meanwhile, consumption by U.S. daily newspapers increased by 4.2 percent in September, and by the same percentage for the first nine months combined.

Newsprint inventories of newspapers in ANPA's statistical sample were estimated at 46 days' supply at the end of September, compared with 45 days at the end of September 1984. Mill stocks were 29.8-percent above the year-earlier level.

Shipments from Canadian mills for the first nine months were down 0.7 percent from the same period of 1984. Canadian shipments to the United States increased 0.5 percent, but there were decreases of 2.4 percent in shipments within Canada and of 5.3 percent in those to overseas customers.

Domestic shipments from U.S. mills declined 3.4 percent for the first three quarters of the year.

Estimated consumption of all U.S. daily newspapers[1]

Region	August 1985(r)	August 1984	% Change
Northeast	172,087	161,301	+6.7
North Central	151,411	148,600	+1.9
South	228,725	220,287	+3.8
West	156,249	155,259	+0.6
Circulation size			
up to 25,000	59,190	46,036	+28.6
25,001-100,000	143,851	123,901	+16.1
Over 100,000	505,431	515,510	-2.0
August totals	708,472	685,447	+3.4
Eight-month totals	5,651,787	5,424,980	+4.2
Region	**September 1985(p)**	**September 1984**	**% Change**
Northeast	182,394	172,863	+5.5
North Central	151,794	151,819	-0.02
South	229,681	221,894	+3.5
West	160,528	148,857	+7.8
Circulation size			
up to 25,000	57,870	44,417	+30.3
25,001-100,000	143,077	121,934	+17.3
Over 100,000	523,450	529,082	-1.1
September totals	724,397	695,433	+4.2
Nine-month totals	6,376,184	6,120,413	+4.2

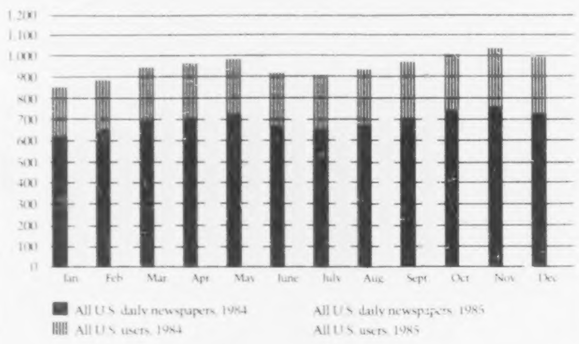
Estimated consumption of all U.S. users

	1985	1984	% Change
July totals	885,000(r)	913,000	-3.1(r)
August totals	940,000(r)	950,000	-1.1(r)
September totals	971,000(p)	969,000	+0.2(p)
Nine-month totals	8,462,000(p)	8,385,000	+0.9(p)

Production

	Canada	U.S.A.	North America
September 1985	722,079	405,257	1,127,336
September 1984	746,056	414,506	1,160,562
Decrease	-23,977	-9,249	-33,226
	-3.2%	-2.2%	-2.9%
Nine months 1985	6,781,637	3,722,091	10,503,728
Nine months 1984	6,725,361	3,792,200	10,517,561
Increase or decrease	+56,276	-70,109	-13,833
	+0.8%	-1.8%	-0.1%

Estimated newsprint consumption 1984-85 (thousands of metric tons)



Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
July 1985	962,003	45(r)	6
July 1984	954,805	43	8
August 1985	987,779	44(r)	6(r)
August 1984	950,624	43	5(r)
September 1985	969,168	40	6
September 1984	923,466	39	6
Canadian mills			
September 1985	415,629	--	--
September 1984	328,731	--	--
U.S. mills			
September 1985	86,261	--	--
September 1984	66,457	--	--

Shipments

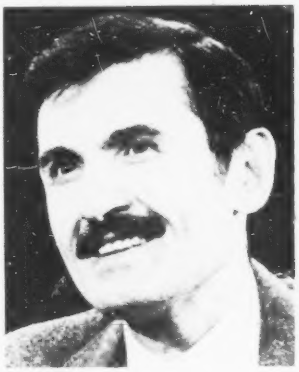
From Canadian mills	U.S.A.	Canada	Export	Total
September 1985	525,908	90,037	80,304	696,249
September 1984	532,738	77,974	132,399	743,111
Nine months 1985	4,928,393	761,807	961,704	6,651,904
Nine months 1984	4,903,251	780,316	1,016,046	6,699,613
Increase or decrease	+25,142	-18,509	-54,342	-47,709
	+0.5%	-2.4%	-5.3%	-0.7%
From U.S. mills				
September 1985	381,855	----	22,634	404,489
September 1984	388,548	----	20,712	409,260
Nine months 1985	3,495,553	----	199,450	3,695,003
Nine months 1984	3,631,463	----	194,986	3,826,449
Increase or decrease	-135,910	----	+4,464	-131,446
	-3.7%	----	+2.3%	-3.4%
From North American mills				
September 1985	907,763	90,037	102,938	1,100,738
September 1984	921,286	77,974	153,111	1,152,371
Nine months 1985	8,423,946	761,807	1,161,154	10,346,907
Nine months 1984	8,534,714	780,316	1,211,032	10,526,062
Decrease	-110,768	-18,509	-49,878	-179,155
	-1.3%	-2.4%	-4.1%	-1.7%

[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

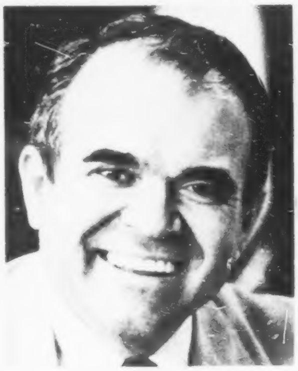
[2] Represents stocks of newspapers in ANPA statistical sample.

(r) = revised (p) = preliminary

Speeches


Jerry Levin

Fred W. Friendly


Paul N. Carlin

Laurence B. Lain

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Re-establishing a Healthy Relationship Between Newspapers and Readers

Michael J. Davies, editor, publisher and chief executive officer, The Hartford Courant. Georgia Press Association annual editorial seminar, Atlanta, Aug. 15.

The Zenger Case: Then and Now

Floyd Abrams, attorney, Cahill, Gordon & Reindel, New York City. Commemoration of the anniversary of the John Peter Zenger trial, National Archives, Washington, D.C., Sept. 18.

The Hostages, the U.S. Government and the Press

Jerry Levin, correspondent and formerly held hostage in Lebanon, currently on leave from Cable News Network. Testimony before the House Foreign Affairs Committee's Subcommittee on Europe and the Middle East, Washington, D.C., July 30.

International Terrorism and Journalism

Fred W. Friendly, Edward R. Murrow professor emeritus, Columbia University Graduate School of Journalism. Remarks made in receiving the Citation of Merit from the Association of Schools of Journalism and Mass Communication, Memphis, Aug. 4.

The U.S. Postal Service: Recent Developments and Future Plans

U.S. Postmaster General Paul N. Carlin. ANPA Government Affairs Committee meeting, Washington, D.C., Sept. 27.

From the Association for Education in Journalism and Mass Communication annual convention, Memphis, Aug. 3-6:

The Editor and Publisher As Public Official: The Ultimate Conflict of Interest

Don Sneed, assistant professor, Communications Department, Texas A&M University, College Station

The Case Against Mass Media Codes of Ethics

J. Jay Black, professor, Department of Communication, Utah State University, Logan; and Ralph D. Barney, professor, Department of Communications and College of Fine Arts, Brigham Young University, Provo, Utah

An Analysis of Writing Coach Programs on American Daily Newspapers

Raymond E. Laakaniemi, associate professor, School of Journalism, Bowling Green (Ohio) State University

The Readership Problem: Steps Toward a Comprehensive Model

Laurence B. Lain, assistant professor, Department of Communication, University of Dayton (Ohio)

Conflict and Consensus in Zoned and Suburban Newspapers

Paul Salsini, instructor, College of Journalism, Marquette University, Milwaukee

Electronic Publishing Approaches to Undergraduate and Graduate Curriculum: Videotex, Teletext and Databases

Jerome Aumente, director, Journalism Resources Institute, Rutgers University, New Brunswick, N.J.

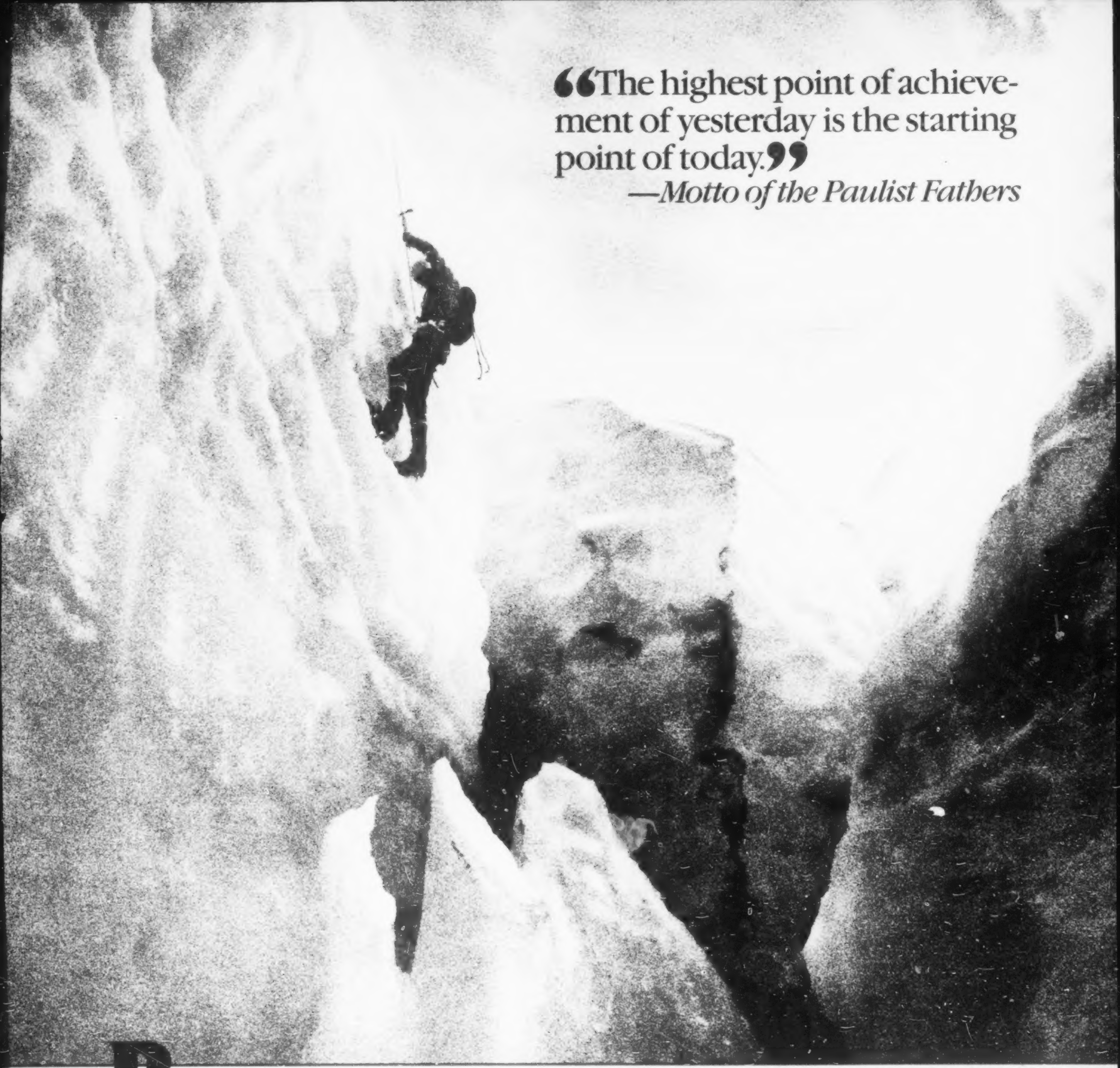
From the International Newspaper Promotion Association Europe Division annual conference, Klagenfurt, Austria, Sept. 8-10:

Marketing the Market Segments

Page Haines, promotion manager, Houston Chronicle

Newspapers Must Stop Ignoring Young Readers

Peter Dear, head of newspaper sales, The Newspaper Society, London.


“The highest point of achievement of yesterday is the starting point of today.”
—*Motto of the Paulist Fathers*

Bold and dramatic stories . . . cheering crowds and big headlines. Newspapers cover these well. But there are quieter stories, pervasive and more persistent. These offer a different challenge. They're even harder to report.

The Press-Enterprise is itself such a story. It's the story of a newspaper determined to grow faster than the county it serves—even though that county is the fastest growing in Southern California.

Over the last 10 years, Riverside County's population has increased by 53 percent. The pace has not slackened; 1985 is bringing more of the same.

The Press-Enterprise is enjoying the fastest growth in its 107-year history. In the six-month period ending September 30, our circulation was 9.2% greater than in the same period in 1984.

Where does this growth rate place us among the nation's fastest growing papers of over 100,000 circulation? That's not our concern. Our challenge is Riverside County and its growth. Exceeding that growth is our mountain to climb.

Sources: *Population percentage figure: California State Department of Finance. Circulation percentage figure: ABC Publishers Statement for 6 months ending September 30, 1985. As filed with the Audit Bureau of Circulations, subject to audit.*

The Press-Enterprise
RIVERSIDE COUNTY'S NEWSPAPER

Newspapers caught in N.J. law on South African divestment

Opposition to the apartheid policy of the government of South Africa is generating a rising tide of public sentiment against companies doing business in that country. In at least one state that tide is sweeping with it newspaper companies whose only "business" in South Africa is gathering and disseminating news.

A new state law prohibiting New Jersey from investing in "any company doing business in or with the Republic of South Africa" apparently will mean the state's public pension funds will have to divest millions of dollars of newspaper stocks.

According to the state's Division of Investment, The New York Times Co. and The Times Mirror Co. are among 46 companies whose stock must be sold by the pension funds in the next three years. As of Aug. 27, the day on which Gov. Thomas H. Kean signed the law, the funds owned 90,000 shares of New York Times stock, which had a book value at that time of $4.138 million, and 60,000 shares of Times Mirror, valued at $3.168 million.

"It is probably the most frustrating single example of a shotgun approach that I can think of," said Leonard R. Harris, director of corporate relations for The New York Times Co. "We have a bureau chief there, and he rents space. Now that is considered, quote, doing business, end quote."

The New York Times also has subscribers in South Africa and makes its news service available there, Harris said, adding that this also could be considered carrying on business in South Africa. "But in all cases, the primary thing is the dissemination of news," he emphasized.

Likewise, a Times Mirror spokeswoman explained that the Los Angeles Times has a correspondent and a secretary based in Johannesburg. She quoted Otis Chandler, Times Mirror chairman and editor-in-chief, as explaining at a stockholders' meeting May 22 that this constituted the company's "total corporate involvement in South Africa."

The spokeswoman said it also is possible a magazine published by Times Mirror might be sold on newsstands in South Africa. "But we didn't put it there," she said. As with most publishing companies, distribution of Times Mirror publications around the world is handled by independent companies.

Officials of both media companies said that in the past, after the nature of the involvement has been explained, investors have indicated that was acceptable to them. Harris said The New York Times will try to "explain to the government of New Jersey that they have framed a bad 'hit list.'"

However, William P. Mooney, deputy director of New Jersey's Division of Investment, said the wording of the new law leaves his office no room for flexibility. "We have no choice," he said. "They are doing business there, and that is what the legislation precludes."

According to Mooney, the division's list of 46 companies whose stock it must sell was compiled using information from the Investor Responsibility Research Center. That Washington, D.C., organization publishes a directory, updated quarterly, of corporations with direct investments in South Africa. An appendix to the directory lists U.S. news organizations that have a correspondent or correspondents based in South Africa.

Mooney said the division has asked New Jersey's attorney general whether IRRC should be used as the source of its disinvestment list. As of late October, it had not received a reply, he said.

A senior analyst at IRRC said she was unaware of any other subscriber to the IRRC directory using the information on news organizations in that way. "As a general rule, my impression has been that subscribers are not penalizing news organizations for having correspondents in South Africa," said Meg Voorhees.

Twelve other states have adopted policies restricting investment in stocks of U.S. companies in South Africa, Voorhees said. They are: California, Colorado, Connecticut, Iowa, Kansas, Maryland, Massachusetts, Michigan, Minnesota, Nebraska, North Dakota and Rhode Island. She did not know their relevance to news organizations.

At least one government entity, the District of Columbia, has exempted news organizations from its investment ban. Regulations effective Sept. 6 state that "companies whose activities are limited solely to gathering or reporting news in or from" South Africa are not considered to be doing business there.

—Margaret Genovese

Ranks of a.m. papers continue to swell

Two U.S. daily newspapers converted from p.m. to a.m. publication in recent months, continuing the long-running shift toward morning papers.

The ranks of evening newspapers are also being thinned by the loss of The Charlotte (N.C.) News, which ceases publication Nov. 1, according to its owner, Knight-Ridder Newspapers Inc. The News, whose circulation had dropped to about 34,700, was sister to The Charlotte Observer, a morning paper with circulation of 187,180.

The Observer will continue publishing solely in the mornings, but its coverage will be expanded, a Knight-Ridder official said.

Also, the all-day Johnson City (Tenn.) Press-Chronicle (circulation 3,216 mornings and 25,251 evenings) dropped its p.m. edition Sept. 30 to become a mornings-only newspaper called The Johnson City Press.

In Binghamton, N.Y., a consolidation produced a mornings-only newspaper Sept. 30. The Sun-Bulletin (morning, 27,536) merged with The Evening Press (57,166) to become The Press & Sun-Bulletin.

Another consolidation produced an all-day newspaper. In Biloxi and Gulfport, Miss., The Sun (morning, 12,497) and The Daily Herald (evening, 38,285) merged Oct. 1 to become The Sun Herald.

The newspapers that converted from p.m. to a.m. since presstime's last roundup of publishing-cycle changes (presstime, May 1985, p. 84) were:

- The Stockton (Calif.) Record (52,083), May 13
- The Selma (Ala.) Times-Journal (9,488), April 1.

In Canada, The Globe and Mail of Toronto ceased publication of its afternoon city edition Oct. 25.

The edition, which was published for about 18 months, was an experiment for the a.m. newspaper.

Some papers question readership findings

Grumblings over the validity of recently released syndicated research have subsided while disgruntled newspapers in a few markets continue to sift through raw data compiled by the 1985 Simmons-Scarborough's Newspaper Ratings Study.

"We're still doing some analysis," said Perry Williams, research manager of The Dallas Morning News. "There are a number of things that concern us."

What bothered the Morning News was the difference shown between its circulation figures and the syndicated measurement of readership.

With Morning News circulation up 9 percent daily and 12 percent on Sunday, Williams questioned Simmons-Scarborough readership figures showing an 8 percent drop daily and 9 percent loss on Sunday. "It doesn't seem to fit that our circulation has gone so well but our readership would go down," said Williams. "I guess our concern is our lead is not what we think it ought to be, based on our circulation."

As occurred in the other cities where one daily questioned the data, another one supported it.

"We feel that the study accurately reflects the market," said Jo Miller Vernon, research director of the Dallas Times Herald. The syndicated study showed "almost the identical results in a six-county area" studied several months later by proprietary research, said Vernon, "so we haven't had any reasons to question the [Simmons-Scarborough] results."

Since the release of the report in mid-July [presstime, Aug. 1985, p. 42], papers in 10 of the 123 markets in which 170 papers were studied have raised questions about the data—most notably in Houston, Tampa-St. Petersburg, Hartford and Washington, D.C., as well as in Dallas. Over the past few months, representatives of these papers have visited the New York offices of Simmons-Scarborough Syndicated Research Associates to obtain tapes of raw data from which the conclusions were derived. Two brought portable computers to re-keyboard the information.

According to Gerald T. Silvers, chairman of the Syndicated Research Task Force of the Newspaper Research Council and International Newspaper Advertising and Marketing Executives, "extensive preliminary re-examination of data in these markets uncovered no systematic or recurring error."

Silvers, research director of The Cincinnati Enquirer, wrote in the October issue of INAME News that "chance and related factors that affect all survey results" can have an impact on individual newspapers "with no apparent reason."

Meanwhile, research directors of some newspapers raised general issues that the study should address next time around.

"This particular study might have been designed to project Washington as a market but not the Journal's audience within the market," said Michael Veitch, vice president sales and marketing of The Journal Newspapers, which circulate daily in the suburbs surrounding Washington, D.C.

The Journal Newspapers, according to Veitch, "are not distributed equally" throughout their circulation area, but have "a very vertical appeal" to "upper income, single-family homeowners" in well-defined neighborhoods. Such an audience, said Veitch, would not emerge strongly with the random-selection telphone survey better adapted to more densely populated urban circulation patterns.

"Ours is not a reach vehicle. It's a rifle shot," he said.

Hugh Downey, marketing director of the Fort Worth Star-Telegram, raised the question of whether Simmons-Scarborough's sampling criteria undercounts the readership of papers with more upscale demographics. A complete analysis by the Star-Telegram will not be ready for a few weeks, but Downey said, "I would suspect that it [this pattern] is systematic and therefore would be nationwide."

Changes in methodology are "really a question for the papers to answer," said Simmons-Scarborough's president, John Polich. The study followed guidelines drawn up by the Newspaper Research Council and Advertising Research Foundation.

Task force holds minority job fair; Ghiglione nominated to head steering committee

About 75 minority students and 16 recruiters from nine news organizations attended the first job fair sponsored by the industry-wide task force to increase minority employment in non-editorial jobs with newspapers.

ANPA Foundation Director Judith D. Hines called it a "first step and a pilot attempt that taught us what works and what might not."

The Oct. 4 event was held in Atlanta in conjunction with the Oct. 3-5 fair for editorial jobs, sponsored by the American Society of Newspaper Editors. The ASNE event attracted more than 70 students and about 25 editors from 16 newspapers.

Figures were not available on how many job offers were actually made at either fair.

The non-editorial job fair was one of a series of steps being taken to increase the number of minorities employed in advertising, circulation, promotion and business departments of newspapers [presstime, Sept. 1985, p. 59]. Two more are planned next year.

In addition, ANPA Foundation will establish a staff position for coordination of minority programs, beginning in 1986.

More than $70,000 annually for five years has already been pledged by ANPA Foundation Trustees to fund minority-opportunity programs through 1990. An additional $10,000 a year has been pledged by Gannett Foundation.

Meeting in Chicago Oct. 17, the group coordinating such efforts set specific objectives. They include: developing minority programs within associations and sharing information to avoid duplication; developing and promoting training and education programs, including more scholarships; and creating a nationwide minorities campaign while encouraging newspapers to generate local initiatives.

The Steering Committee of the Task Force on Minorities in the Newspaper Business [formerly the Conference on Minority Issues Steering Committee] nominated a new chairman, Loren Ghiglione, publisher of The Bristol (Conn.) Press and chairman of ASNE's Minorities Committee.

The group also nominated two vice chairmen: Charles T. Brumbach, president and chief executive officer of the Chicago Tribune, and Mervin Aubespin, associate editor/development for The Courier-Journal and The Louisville Times and former president of the National Association of Black Journalists.

The full task force will vote on the nominations at a Jan. 31 meeting at The Newspaper Center in Reston, Va.

New player in ownership sweepstakes: Tacoma News Tribune goes up for sale

While one privately owned media company on the West Coast was put on the block in October, another one remained—apparently—not for sale.

Stockholders of The Tribune Publishing Co., which publishes The Tacoma (Wash.) News Tribune, decided Oct. 4 to sell the company. Besides the News Tribune (evening, circulation 106,499), the company's other properties include a tri-weekly, a cable system, a radio station and a business park.

The company is being sold for "estate-planning purposes," according to Elbert H. Baker, chairman of the board and publisher of the News. Besides Baker, the principal owners are his sisters, Mary Baker Russell and Elizabeth Baker Kelley.

Baker said Oct. 22 that no offer had been accepted. The sale is being handled by a New York broker.

In the other West Coast ownership situation, Harry H. Hoiles reportedly was planning to make a third but different bid to acquire Freedom Newspapers Inc., whose other stockholders rejected his first two overtures.

Peter R. Kent, an investment banker advising Hoiles, described the third bid as containing several wide-ranging options that would put Hoiles in control of Freedom—or leave him outside its operations entirely.

D. Robert Segal, president of the Santa Ana, Calif.-based newspaper and broadcasting company, has said the board passed a resolution at the time of the first offer indicating nearly all the other owners "were not interested in selling their stock at any price" [presstime, Oct. 1985, p. 60].

Hoiles' second offer for the stock, which is held by other heirs and the estate of Freedom's founder, R.C. Hoiles, was $2 higher than the initial bid of $96 a share in cash. That second offer, rejected in October, was made by a company controlled by Harry Hoiles and members of his family who together own one-third of Freedom's outstanding shares.

Now Hoiles intends to offer "a significantly different" third price for the stock, said Kent.

Under another option, Kent said, Hoiles will try to sell his family's stock to other Freedom shareholders for the price he is offering. Hoiles also will propose swapping his family's stock for newspapers and cash, he said.

In addition, Kent said, Hoiles might consider selling his shares outside the company. One reason someone might buy a minority interest in Freedom, he said, is that the company is "very profitable."

The tale is very different at the St. Louis Globe-Democrat, which filed for protection from creditors Sept. 26 under Chapter 11 of the federal bankruptcy code.

Since then, The Newspaper Guild has asked the bankruptcy court to remove Jeffrey M. Gluck as publisher. A hearing on that request is scheduled for Nov. 6.

For the newspaper, the Chapter 11 filing provides "time to pay everyone on a stretched-out basis," said Katharine A. Smith, the newspaper's director of public relations.

The creditors include 14 present and former employees, who went to court to force the newspaper into involuntary bankruptcy as a means of recovering $13,000 in back pay [presstime, Sept. 1985, p. 59].

The involuntary bankruptcy petition—scheduled for a hearing Sept. 27—became moot after the Sept. 26 filing, Smith said.

Smith said the court ordered the paper to pay the $13,000 by Oct. 9, but the Globe-Democrat missed the deadline. In the meantime, investors still hold a 45-day option to buy the paper.

As Globe-Democrat personnel spent more time in court, Multimedia Inc. of Greenville, S.C., saw the close of a legal and financial process that ended in its court-approved recapitalization Oct 1. The recapitalization resulted in the issuance of 11 million shares of common stock in the newspaper and broadcasting company. ☐

NAHJ moves to D.C.

The National Association of Hispanic Journalists has moved its headquarters from the University of Southern California School of Journalism in Los Angeles to the National Press Building in Washington, D.C. The move took place in mid-September.

NAHJ previously shared space and staff with the California Chicano News Media Association. ☐

Press associations: changes in command

The **International Newspaper Financial Executives**, at its annual convention Oct. 20-23 in Dallas, elected the following new officers:

- *President*—Joseph D. Cantrell, Sentinel Communications Co., Orlando, Fla.
- *First Vice President*—H. Graham Woodlief, Richmond (Va.) Newspapers Inc.
- *Second Vice President*—Barry Peckham, The Dallas Morning News
- *Secretary*—David F. Licko, Reno Newspapers Inc.
- *Treasurer*—Charles K. Barrett, News and Sun-Sentinel, Fort Lauderdale

The **Society of Newspaper Design**, at its workshop Oct. 17-19 in Chicago, elected the following new officers:

- *President*—H. Philip Nesbitt Jr., formerly with the Singapore Monitor
- *First Vice President*—Margaret Balough, Austin (Texas) American-Statesman
- *Second Vice President*—Anton Majeri, Chicago Tribune
- *Secretary*—Robert B. Covey, The Seattle Times

The **American Association of Sunday and Feature Editors**, at its annual convention Sept. 18-20 in San Francisco, elected the following new officers:

- *President*—Jack R. Rickman, Houston Chronicle
- *First Vice President*—Phyllis Singer, Newsday, Long Island, N.Y.
- *Second Vice President*—Rosalie Muller Wright, San Francisco Chronicle
- *Secretary*—Gilbert L. Watson III, The Baltimore Sun
- *Treasurer*—Clifford Ridley, The Detroit News

The **Southern Newspaper Publishers Association**, at its annual convention Sept. 15-18 in Colorado Springs, elected the following new officers:

- *President*—Tom J. Hardin, Alexandria (La.) Daily Town Talk
- *President-elect*—Cecil B. Highland Jr., Clarksburg (W.Va.) Exponent and Telegram
- *Treasurer*—Creed C. Black, Lexington (Ky.) Herald-Leader ☐

Agence France-Presse expands its American presence

Agence France-Presse celebrated its 150th anniversary in late October against a backdrop of expanding service in the United States.

Although AFP has 12,000 subscribers in 160 countries, in late October it provided its news wire service to no North American newspapers directly. But according to AFP U.S. Director Claude Moisy, that likely will change.

Moisy explained that before Oct. 1, AFP transmission facilities did not operate under the ANPA wire-service codes. Its system was not compatible with those of Associated Press and United Press International and, hence, with those of U.S. and Canadian newspapers. AFP news material primarily was distributed by the Los Angeles Times-Washington Post News Service, but then only when a story was important enough for LAT-WP editors to have it typed off the AFP hard copy.

Now, however, AFP is able to transmit using the ANPA codes. And Moisy said the service will be sold to North American dailies through a distribution arrangement with LAT-WP.

Another indication of AFP's growing North American presence is its international newspicture service, launched the beginning of this year. In late October, two U.S. newspapers were subscribers—The New York Times and Miami Herald—and some others were using the service either on a trial or single-photo basis, Moisy said.

Another mark of AFP progress is development of a small electronic darkroom. Unveiled at the ANPA Operations Management Conference & Exposition last June in New Orleans, it will be available for sale on the American market in January, Moisy said.

AFP, an independent company run by a board of French newspaper publishers, was founded in 1835 by Charles-Louis Havas. It is one of the oldest, if not the oldest, news wire services. One of Havas' first assistants was Julius Reuter, who moved to London a few years later to start his own service that also still thrives.

AFP employs more than 2,000 people in news-gathering activities and has an annual budget of about $90 million.

In the United States, it has bureaus in Washington, D.C., and New York City and employs 42 journalists and photographers, nine technicians and 10 other support personnel. ☐

AP's 4.6% increase lowest in 15 years

The Associated Press Board of Directors set a 4.6-percent general assessment increase to take effect Jan. 4, 1986.

AP said the percentage increase was its smallest in 15 years. The 1985 increase was 4.7 percent [presstime, Oct. 1984, p. 62].

Frank Batten, AP board chairman and chairman of Landmark Communications Inc. of Norfolk, Va., said the wire service's budget for next year includes continued expansion of its satellite news distribution network and other facilities for the 1,300 newspaper members and 5,700 broadcast members of the news cooperative.

The budget also will allow start-up of a new, computerized system for tabulating and reporting election returns at the state level. Batten said the system will reduce AP's costs for covering state elections.

AP said the assessment increase will be combined with the phasing in of a second step of a new circulation-based assessment formula for newspapers. The new formula became effective last year.

Under the new system, individual AP members' rates could go up a maximum of 5 percent a year—in addition to the general assessment increase—until the appropriate circulation-based rates are reached. ☐

Recent acquisitions

Thomson Newspapers Inc. of Des Plaines, Ill., acquired The Richmond (Ky.) Register, daily circulation 9,280.

Independent Newspapers Ltd. of Wellington, New Zealand, acquired The Pawtuxet Valley Daily Times, West Warwick, R.I., circulation 9,377.

W. Dean Singleton and Richard B. Scudder acquired two New Jersey dailies: The North Jersey Advance, Roxbury, circulation 11,695, and The Herald News, Passaic, circulation 58,723.

Federated Media of Elkhart, Ind., acquired the Banner-Graphic of Greencastle, Ind., daily circulation 6,007. ☐

UPI, creditors examine purchase proposals

The owners, management and a committee of creditors of United Press International in late October were poring over details of more than two dozen purchase offers.

A final purchase plan will be presented for approval to U.S. Bankruptcy Judge George F. Bason, who is overseeing UPI's Chapter 11 bankruptcy petition [presstime, Oct. 1985, p. 61].

UPI reporter Gregory Gordon, in a story that moved on the wire in mid-October, quoted unidentified sources as saying that 25 entities had made firm expressions of interest to buy the company, and that some other parties still are preparing bids.

Gordon also quoted the sources as saying the would-be investors include:

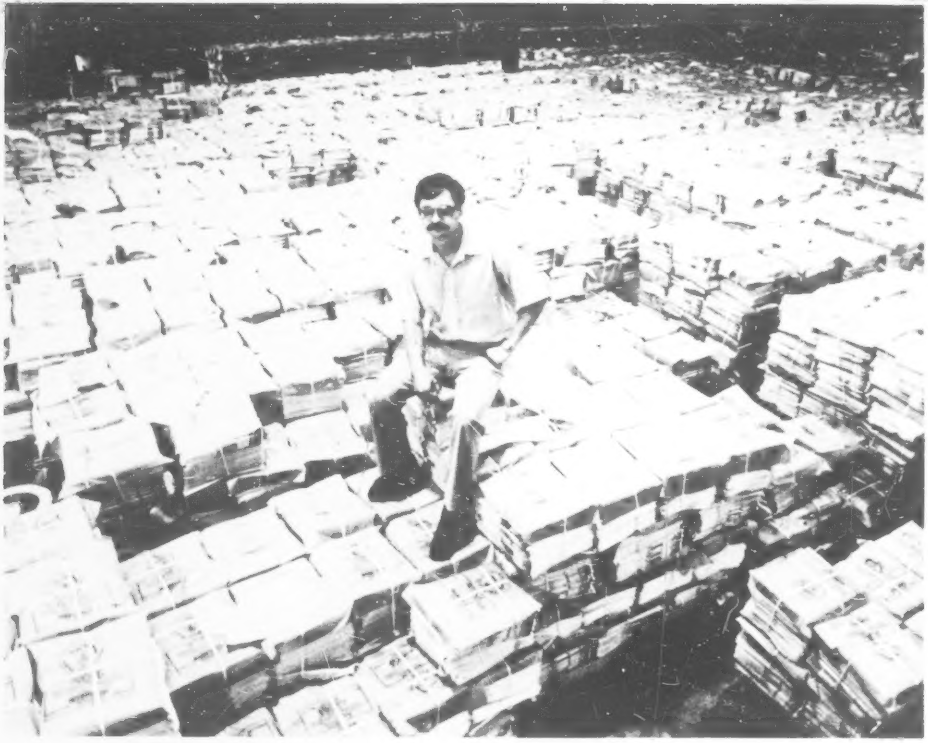
- Bell Group Ltd., one of Australia's largest corporate conglomerates, which submitted a proposal in which creditors would receive 100 cents on the dollar
- A group led by Houston developer Joe Russo, which made a similar proposal
- Telecommunications Inc., a Denver firm that the UPI story called "the largest multi-systems operator in the cable television industry"
- Telecom Plus International Inc. of Boca Raton, Fla., a supplier of business telecommunications equipment
- A group including Indianapolis industrialist Beurt SerVaas
- Mexican newspaper publisher Mario Vasquez Rana
- The Straits Times of Singapore, an English-language newspaper published by L.J. Hollaway
- Pedro Ramon Lopez and his wife, Teresa Saldiz, who own a Miami bank and Puerto Rico television stations. They reportedly offered $28 million for UPI, about half of which would be paid in cash.

The Pritzker family of Chicago, owners of the Hyatt hotel chain and Braniff Airlines, "also may be interested" in buying the company, the UPI story said.

Gordon reported that the proposals differed significantly in dollar amount and structure. Some emphasized payments to creditors and others limited commitments to creditors "while pledging substantial amounts in working capital."

Among other developments at UPI, President Raymond Wechsler resigned in early October. He planned to become a special advisor to the creditors' committee, which represents the various firms to which UPI owes money. ☐

over-set



David A. Smithberg, production coordinator of Midwest Assemblers of Omaha, an inserting subsidiary of the Omaha World-Herald, sits in a 13,000-square-foot sea of special sections devoted to the newspaper's centennial. The 112-page section was distributed as part of the Aug. 18 Sunday World-Herald.

You never know who's listening

Newspaper executives should experience what their customers experience. At the Long Beach (Calif.) Press-Telegram, they do.

"How many readers do we turn off just by the way we answer the telephone?" wondered Senior Vice President and General Manager Vance Caesar.

To find out, Caesar and other executives from the advertising, marketing and circulation departments get together periodically for an hour or so and call various departments at the paper with comments and questions customers are apt to make. To the newsroom they might say: "I didn't like that editorial," or to the transportation department: "Can I rent one of your trucks?" The newspaper has a policy of answering calls by name within three rings.

At the end of the hour, the called employees are rated in terms of how friendly, helpful and informed they were, who was the best salesperson and who was most "customer sensitive." Certificates are awarded to employees who performed well.

Since the program started about six months ago, Caesar reports, "there has been a big improvement in the overall sensitivity of employees to customers' needs."

Policies on use of seat belts are a crashing success

t a time when several state newspaper organizations are showing concern about mandatory seat belt laws for newspaper delivery vehicles [presstime, March 1985, p. 38], at least one newspaper group and a daily have taken an opposite tack by requiring all employees riding or driving in company-owned vehicles to wear seat belts.

Topeka, Kan.-based Stauffer Communications Inc. adopted a seat-belt policy the first of this year. It applies to employees at all of the company's 21 daily newspapers and other corporate divisions, according to Kenneth C. Bronson, vice president, affiliated dailies division.

Also in Kansas, The Wichita Eagle-Beacon adopted its policy Sept. 1, 1984.

"Our interest started with our health-cost containment efforts," says James P. Spangler, director of employee relations.

"We're pleased with our employees' acceptance of the policy. A number of them have told us it's become a habit at work and in their personal cars."

Both companies report they have seen benefits of the policy. Each recently has had an employee involved in an accident in which seat belts were credited with preventing serious injury.

It comes with an owner's manual

Several Knight-Ridder newspapers are making a special effort to draw closer to their subscribers by passing out a "reader's guide" to all new home-delivery customers.

The Detroit Free Press's guide, for example, explains such matters as the use of bylines, how the paper is edited, its policy on corrections, how photographs are selected, newsroom ethics, the editorial page, columnists and advertising policies. The guide also illustrates how the newspaper covers local, state, national and world news, and it introduces the subscriber to features and special sections.

Knight-Ridder Vice President/Circulation Donald A. Nizen calls it "an owner's manual," which grew out of a task force's efforts to find ways of "stopping the stops." Nizen says that most of the group's 28 dailies have such a promotional publication. The idea is to "help new subscribers understand our papers," he says.

Newspaper numbers

13—number of inches in the width of a newspaper page under the Standard Advertising Unit system in the United States and the Canadian Newspaper Units system.

443,000—number of people employed by U.S. newspapers.

1,385—number of U.S. daily newspapers using the offset printing process at the end of 1984 (versus 275 that have letterpress presses and 28 that have both kinds).

535—number of U.S. dollars that it takes to buy one metric ton of newsprint.

7.4—number of miles of newsprint on a single roll 42 inches in diameter.

Student editor has a fight over military ads

The editor of the daily student newspaper at Wayne State University in Detroit, who had been fired for refusing to rescind a ban on military recruitment ads, dropped the ban to get her job back.

Patricia Maceroni instituted the ad ban as a protest against U.S. policies in Central America. A nine-member Student Newspaper Publications Board dismissed her as editor Oct. 3, citing insubordination.

A federal judge subsequently voided the termination on the grounds that the board violated the state's open-meetings law. On Oct. 25, Maceroni told the board she would abandon the ad policy.

"This is the first time in a long, long time that I can recall any controversy over military advertising," notes Mark W. Rose, executive vice president of CASS Communications Inc., a national advertising representative firm for about 1,300 college newspapers, including Wayne State's. Rose estimates that the military services run more than $2.5 million in national and local advertising annually in college papers.

The season of the anniversary

There must have been an overwhelming urge to organize on behalf of newspaper managers a century ago because the two national newspaper associations and one of the most well-known regional ones currently are celebrating centennial milestones within a year.

The National Newspaper Association led the pack by observing its 100th birthday at NNA's 1985 Centennial Convention and Trade Show Sept. 17-21 in Minneapolis.

Inland Daily Press Association also celebrated its 100th Oct. 20-22 at its Centennial Convention and Gala in Chicago.

ANPA will hold its 100th Annual Convention April 21-23, 1986, in San Francisco. The Association's 100th anniversary will follow in 1987.

This Sunday paper may be late, but it's for a good reason

n Sunday Dec. 7, 1941—"a day that will live in infamy"—The Westerly (R.I.) Sun believes it scooped every other newspaper in the United States.

As possibly the country's only Sunday afternoon newspaper, the Sun was able to hit the streets with news of the Japanese attack on Pearl Harbor within 40 minutes of the 2:23 p.m. EST announcement.

Today, the Sun (circulation 11,527) continues to publish Sunday afternoons.

The genesis of its unusual publishing schedule lies in the religious practices of Seventh Day Baptists that dictated that church members observe the Sabbath on Saturday but allowed them to conduct business on Sunday.

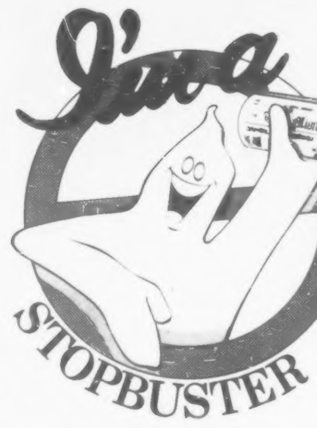
George H. Utter, who steered the paper through its switch from a weekly to a daily in 1893, was a Seventh Day Baptist as was his father, the Rev. George B. Utter, a founder of the paper.

So when the Sun became a daily, the sixth day of afternoon publication became Sunday, not Saturday.

George H. Utter II, current co-publisher, says the idea from the beginning "was to do everything on Sunday that would have normally been done on Saturday."

He hears only an occasional objection to working on Sunday morning. For "every 50 people" he interviews for jobs, "once in a while" he meets someone unwilling to work the necessary Sunday hours, Utter says. "I say that's part of the deal."

And advertisers have long accepted the Sunday afternoon paper. Utter says Sunday is second only to Wednesday as the biggest draw for advertising linage.



A new logo symbolizess a program at The Miami Herald and The Miami News to maintain home-delivery circulation by curbing "stops."

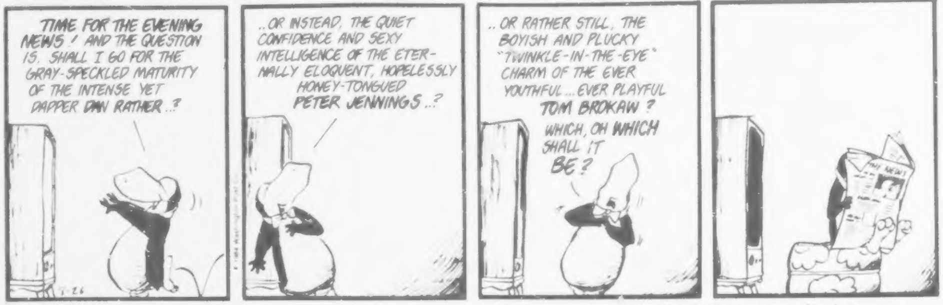
Clean reading

In St. Petersburg, they steam more than clams. Steamed newsracks have been a hot item at the circulation department of the St. Peterburg Times and Evening Independent.

The newracks were damaged by saltwater tides driven into St. Petersburg when Hurricane Elena lingered off the Florida coast Labor Day weekend. Something had to be done quickly to clean and lubricate the racks, or they would have a life span even shorter than the five years that Circulation Director David T. Fluker says is about average in the area's salty air.

If nothing had been done after Elena, the racks would have "rusted through in six months," he says.

"We've never steamed them before," Fluker says, but "We felt this was the best way to get all the sand, dirt and salt residue off." In two days, a rack could be steamed, taken apart, lubricated and reassembled.


BLOOM COUNTY
by Berke Breathed
TIME FOR THE EVENING NEWS! AND THE QUESTION IS, SHALL I GO FOR THE GRAY-SPECKLED MATURITY OF THE INTENSE YET DAPPER DAN RATHER..?
..OR INSTEAD, THE QUIET CONFIDENCE AND SEXY INTELLIGENCE OF THE ETERNALLY ELOQUENT, HOPELESSLY HONEY-TONGUED PETER JENNINGS..?
..OR RATHER STILL, THE BOYISH AND PLUCKY "TWINKLE-IN-THE-EYE" CHARM OF THE EVER YOUTHFUL...EVER PLAYFUL TOM BROKAW?
WHICH, OH WHICH SHALL IT BE?
THE NEWS

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ANPA Calendar

NOVEMBER

ANPA Newsprint Committee meeting
Holiday Inn, Pointe Claire, Quebec, Nov. 6

ANPA Newsprint Committee/Canadian Pulp and Paper Association Newsprint Section meeting
Pulp and Paper Research Institute of Canada, Pointe Claire, Quebec, Nov. 7

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, Nov. 11-13

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Nov. 11-15

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Nov. 12

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
Georgia World Congress Center, Atlanta, Nov. 12

Management Skills for Newspaper Promotion Seminar sponsored by ANPA and the International Newspaper Promotion Association
Cathedral Hill Hotel, San Francisco, Nov. 18-20

ANPA Foundation/Business Council for Effective Literacy Print Subcommittee meeting
The Newspaper Center, Reston, Va., Nov. 20

DECEMBER

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Georgetown Marbury House, Washington, D.C., Dec. 2-4

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Dec. 2-6

ANPA Convention Arrangements Committee meeting
Gannett offices, New York City, Dec. 3

ANPA Foundation Trustees meeting
The Waldorf-Astoria, New York City, Dec. 5

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 5-6

ANPA Foundation Minority Training Seminar on Camera Room Operations Procedures
The Newspaper Center, Reston, Va., Dec. 9-13

Supervisory Development Workshop sponsored by ANPA and the Alabama Press Association
Birmingham Hilton, Dec. 13-14

JANUARY

ANPA Human Resources Committee meeting
Hotel del Coronado, San Diego, Jan. 5

ANPA Labor and Personnel Relations Conference
Hotel del Coronado, San Diego, Jan. 5-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Jan. 6-10

ANPA Management Development Workshop
Sir Francis Drake Hotel, San Francisco, Jan. 13-16

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Jan. 14-15

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
The Newspaper Center, Reston, Va., Jan. 14-15

ANPA Board of Directors meeting
Ocean Reef Club, Key Largo, Fla., Jan. 20-22

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 20-24

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Hyatt Sarasota, Sarasota, Fla., Jan. 27-29

ANPA News

Presstime® Statement of Ownership

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of August 12, 1970, Section 3685, Title 39, United States Code)

1 Title of Publication: presstime
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5 General Business Offices of the Publisher: American Newspaper Publishers Association, 11600 Sunrise Valley Dr., Reston, Va. 22091

6 Names and Address of Publisher, Editor and Managing Editor:

Publisher: Jerry W. Friedheim, ANPA, 11600 Sunrise Valley Dr., Reston, Va. 22091

Editor: James E. Donahue, ANPA, 11600 Sunrise Valley Dr., Reston, Va. 22091

Managing Editor: Maurice Fliess, ANPA, 11600 Sunrise Valley Dr., Reston, Va. 22091

7 Owner: American Newspaper Publishers Association Inc., 11600 Sunrise Valley Dr., Reston, Va. 22091

8 Known Bondholders, Mortgagees and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None

9 Not applicable

10 Extent and Nature of Circulation

		Average No. Copies Each Issue During Preceding 12 Months	Actual No. Copies of Single Issue Published Nearest to Filing Date
A	Total No. Copies (Net Press Run)	11,408	11,500
B	Paid Circulation		
	1 Sales through dealers and carriers, street vendors and counter sales	0	0
	2 Mail subscription	7,921	7,916
C	Total paid circulation	7,921	7,916
D	Free distribution by mail, carrier or other means. Samples, complimentary and other free copies	3,223	3,334
E	Total distribution	11,144	11,250
F	Copies not distributed		
	1 Office use, left over, unaccounted, spoiled after printing	264	250
	2 Return from news agents	0	0
G	Total	11,408	11,500

I certify that the statements made by me above are correct and complete. James E. Donahue, Editor

New members

THE GAZETTE

Gaithersburg, Md. (circulation 4,000). Davis L. Kennedy, publisher

HOUSTON DEFENDER

Houston (circulation 15,000). Sonceria Messiah, publisher.

CAUTION
CREAM CROP
The Orange County Register
turn to the Leader
US

Color ink room at The Register

"Our Pulitzer Prize photos deserved the best color inks"

Says Mell Kilpatrick (left), Production Manager with Bob Johnson (center), Pressroom Superintendent, and Rich Blanco, Assistant Pressroom Superintendent The Orange County Register, winner of the 1985 Pulitzer Prize for News Photography.

"We published 187 color photos of the 1984 Olympic Games which won the 1985 Pulitzer Prize for News Photography. Those photos deserved the best reproduction which was made possible by our commitment to color excellence. And that includes our color inks from U.S. Printing Ink. We began running U.S. Printing Inks when we changed over to color in 1980. Since then we have been very pleased with their uniformly excellent performance."

We are happy that Mell Kilpatrick and his production team are pleased with U.S. inks. And we're proud of the way our inks demonstrate their quality on the pages of The Orange County Register. There you'll see strong, clean colors, fresh-looking halftones, smooth laydown of solids with minimum ruboff, linting and picking. Scuff resistance is excellent, too.

Don't your color photos deserve the best inks?

US U.S. Printing Ink

East Rutherford, NJ; Washington, D.C.;
Jacksonville, FL; Chicago, IL; Cincinnati, OH; Dallas, TX;
San Francisco, CA; Los Angeles, CA; Portland, OR

News begins at home!

"Thank you! It's about time the local paper resumed printing local news—news we cannot get on TV or radio—news we cannot find (anywhere else)…We need a local paper to help unite the community."

From a reader's letter to the Westchester-Rockland Newspapers

Area dealers upbeat despite Cadillac sales Page B1

Is a cure for common cold near? Page B4

Westway future uncertain/B4

Yankees lose in 9th to Brewers, 4-3/D1

Cardinals slip by Mets in 10, 1-0/D1

THE REPORTER DISPATCH ★★

THURSDAY, SEPTEMBER 12, 1985 GANNETT WESTCHESTER NEWSPAPERS

LOCAL AT A GLANCE

Rent board grants increases

Fox Lane High School to face changes

Grants awarded for Hudson PCB study

LIFESTYLES

New book explores jealousy

SPORTS

Stress tests sought for Eastchester athletes

WEATHER

Clear, cool

WATER WATCH

47.1%

INDEX

Crash fuels bus fight

Opposition to garage renewed after accident on Rte. 202

4,192

Pete Rose gets hug from his son Wednesday after breaking Ty Cobb's record in Cincinnati.

Local boy scores with Pete Rose's hit

Jeremy Arnon, 9, holds Pete Rose baseball card. Photo of Lou Piniella hangs on wall in bedroom.

Students to vote on nuke-free H.S.

Chlorine water purification killing trout in reservoir

S. Africa panel suggests end to 'pass laws'

THE SPACE COAST'S NEWSPAPER 35 CENTS

MURDER CHARGES
Fuller Watkins Jr., 17, to be tried as adult in slaying. Local news, 3A.

PLAYING AROUND
Dr. Ruth on sex. People, 1B.

TOP BILLING
Merritt Island, Vero Beach, Palm Bay and Astronaut move up in football rankings. Sports, 3C.

FLORIDA TODAY

SPACEPORT FLIGHT GUIDE
Atlantis' first flight is scheduled for Oct. 3 between 10:20 a.m.-1:20 p.m. Atlas-Centaur launch Sept. 26. Launch window: 7:35-9:30 p.m. Flightline, 4A.

WEATHER REPORT
Mostly cloudy, temperatures in the mid-80s. Complete weather, 18A.

TUESDAY, September 17, 1985

HEADLINES

Mixson the one? Wayne isn't sure

"I would like to be governor; who wouldn't?" — Lt. Gov. Wayne Mixson

Beaches under siege

Storming surf nips our coast

Orbiting Syncom 4 conks out

"Bethune Beach is the critical area." — Tom McClelland, Volusia County public works

Brevard jail: no gilded cage

The price is right

'Bobby' Bechtel

Midnight rambler

Sleep-seeking woman barges in

TOMORROW: MATERNITY FASHIONS FOR PROFESSIONAL WOMEN, IN PEOPLE

Local news makes a difference for readers and editors of Gannett's 84 local newspapers. Each newspaper is edited locally to meet the needs and wants of local readers. Gannett's daily newspapers—independent and autonomous—are united by a common bond—covering the communities they serve.

A WORLD OF DIFFERENT
VOICES WHERE
FREEDOM SPEAKS

GANNETT